

DIGI.JOB.ID

Unit 3 – Online Reputation & Self-branding

Worksheets

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Digital Job Identities

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Worksheet LO1

Glossary of terms

1. ADDING	To add someone (friend/colleague) as friend to a social media profile.
2. ALERT	The term indicates a communication with the aim of pointing out an update or a piece of news, through e-mail or through a notification on a person's own social network profile's homepage.
3. ALIAS	False identity assumed on internet (for instance on social networks). The user may choose a fantasy name, a pseudonym or appropriate of an existing person's data.
4. BLOG	Acronym of "web log." Message clusters usually maintained by an individual or a business with regular entries of content on a specific topic, descriptions of events. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.
5. BLOGGER	A person managing their own blog, posting messages and answering those sent by the blog readers.
6. CHAT	Instant messaging system. This term comes from the English word 'chat', literally 'conversation'. On-line dialogue can involve two people or a bigger group of subjects.
7. COOKIE	Cookies are collecting data about your personal online behaviour (visited pages). Cookies affect the whole results when surfing through the internet.
8. DISCUSSION BOARDS	Online sites that allows users to post comments on a specific topic.
9. FAKE	False identity assumed by an online user. Contrary to the Alias, that if admitted by the system is known and transparent, the Fake is an unknown and hidden change of identity. Sometimes the word 'fake' can be used to indicate false news.
10. FORUM	A website or webpage which enables users to post content (usually questions) in order to receive feedback from other users (usually answers).

11. GOOGLING	To search for information about something using Google.
12. LIKE	An action that can be made by a Facebook or Instagram user. Instead of writing a comment or sharing a post, a user can click the Like button as a quick way to show approval.
13. LOG IN	To access a website or an online service, using a user's own username and keyword.
14. MEME	Used to describe a thought, idea, joke, or concept that is widely shared online. It is typically an image with text above and below it, but can also come in video and link form.
15. NETIQUETTE	Rules and manners to be used when interacting courteously with other people online.
16. PERSONAL BRANDING	Personal branding is the process of developing a "mark" that is created around your personal name or your career. You use this "mark" to express and communicate your skills, personality and values. The end goal is that the personal brand that you develop will build your reputation and help you grow your network in a way that interest's others. They will then seek you out for your knowledge and expertise.
17. PERSONAL DATA	Any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.
18. POST	A message, not necessarily a text one, posted in a newsgroup, in a forum, or in any online message board.
19. PRIVACY POLICY	Explanatory page published by the service manager. It can be only a simple summary of the conditions of use of the website, containing information on: how personal data, inserted by the user in the social network website, will be used; who will be allowed to use these data; which possibilities there are to oppose to the information treatment.
20. PROCESSING	Any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use,

	disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;
21. PROFILE	Personal data uploaded on an online platform. Usually personal records (date and place of birth, place of residence, etc.). It is also called Account (Identity).
22. PROFILING	Any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements;
23. RANK (page)	Ranking that a search engine (Bing, Google, Yahoo, etc.) assigns to a particular website/page. The page rank determines how far down a site will appear on the search engine's result pages.
24. SERVER	It generally is an online computer, used to provide a service (for instance the managing of a search engine or of a social network website). The clients are the computers (like the home ones) that users employ to connect to the server and get the service.
25. SHARING	To let other users (known/unknown) interact in an open (or partial) way with the on-line material (text, audio-visual, image ...) we decided to upload.
26. SOCIAL MEDIA	A term that encompasses online websites/platforms which enable people to connect on a personal basis.
27. SPAM	Unwanted commercials and offers. On social networks there's always the presence of complex forms of 'social spam'.
28. STORYTELLING	The art of telling stories employed as persuasive communication strategy (particularly in politic, economic or business field).
29. TAG / HASHTAG	Marker, virtual label, keyword that is usually associated to a digital content (image, article, video). If it begins (as in most of the cases) with the sign '#', is called Hashtag. It allows to index and search in a fast way, data associated to the same tag.
30. TAGGING	The practice of tagging a photo, video, or message. The tag can correspond to a location (geotagging) or any desired keyword.
31. TROLLING	The term defines a person that behaves online as a troll, it means insulting, attacking, publishing negative comments towards other

	users of the virtual community.
32. UPLOAD	To insert on-line any kind of files (audio-visual, text, image, etc.), on your social network profile's page or as an attachment to a message.
33. URL	It is the acronym for Uniform Resource Locator. It represents a sequence of characters that identify unambiguously the internet address of any kind of resource (as a document or an image). It is the element that allows to find a website, the characters keyed on the browser to look for a webpage or a file.
34. USER AGEEMENT	Licence agreement with the user of a particular service.

Worksheet LO2

Look for your/ your classmate's current on-line personal image branding and social reputation.

STEP 1: ONLINE PRESENCE ANALYSIS GRID TO FILL IN

Put yourself in the hiring manager's shoes. What will they discover about you/your classmate through social networks and the internet?

NOTE: In case in which the person does not have a definite profile, see Unit 6 – afterwards the user can match Unit 3. In order to complete the exercise, the learner can choose the profile of another known/unknown person, friend, classmate.

NAME:			
PROFESSIONAL AIMS:			
ONLINE PRESENCE ANALYSIS			
ONLINE PRESENCE AND SOCIAL NETWORKING			
ACTION	CHECK	HOW DO YOU SEE HIM/HER	HOW DO THEY SEE YOU
1. Insert name and surname in Google search engine and click on the first results that appear	<p>Examining what is immediately visible: do the first results refer to you/ your classmate?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No, I had to keep on searching and put other references (city, age,</p>		

	<p>school...)</p> <ul style="list-style-type: none"> <input type="checkbox"/> I didn't find any information <input type="checkbox"/> he uses/I use aliases/nicknames 		
<p>2. Click on the results found and on 'image'</p>	<p>Examining what is immediately visible: the information I found is</p> <ul style="list-style-type: none"> <input type="checkbox"/> Professionals <ul style="list-style-type: none"> <input type="checkbox"/> Linked to sports/interests/hobbies <input type="checkbox"/> Personal <input type="checkbox"/> I did not find any information 		
<p>3. Verify if the person is present on social networks, either through the search engine or through a personal search on the social networks you know.</p>	<p>Is the person present on any social network?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Yes <input type="checkbox"/> No <p>If so, in which one(s)?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Facebook <input type="checkbox"/> LinkedIn <input type="checkbox"/> Instagram <input type="checkbox"/> Twitter <input type="checkbox"/> Pinterest <input type="checkbox"/> Other (specify) 		
CONTENT (GENERAL)			
ACTION	CHECK	HOW DO YOU SEE HIM/HER	HOW DO THEY SEE YOU
<p>4. Analyse images that appear on their social networks and on other sites</p>	<p>Which kind of image did you find?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Inappropriate <input type="checkbox"/> Informal <input type="checkbox"/> Serious <input type="checkbox"/> That represents you/him <input type="checkbox"/> Other (specify) 		

<p>5. Analyse the language that appears on their social networks and on other sites</p>	<p>Which kind of post, comment, Tweet, language has been used?<input type="checkbox"/></p> <p>Inappropriate</p> <p><input type="checkbox"/> Informal</p> <p><input type="checkbox"/> Professional</p> <p><input type="checkbox"/> Other (specify)</p>		
<p>6. Analyse information that have been shared</p>	<p>Which kind of information did you/they decide to share?</p> <p><input type="checkbox"/> Photos and other media</p> <p><input type="checkbox"/> Age and gender</p> <p><input type="checkbox"/> Biographical information (education, employment history, hometown, etc.)</p> <p><input type="checkbox"/> Status updates (also known as posts)</p> <p><input type="checkbox"/> Contacts</p> <p><input type="checkbox"/> Interests</p> <p><input type="checkbox"/> Geographical location</p> <p><input type="checkbox"/> Other (specify)</p>		
<p>7. Analyse preferences</p>	<p>Which pages did you/they like or follow?</p> <p><input type="checkbox"/> Hobbies/interests/sports</p> <p><input type="checkbox"/> Professional groups</p> <p><input type="checkbox"/> Informal groups</p> <p><input type="checkbox"/> Sharing political/sexual/religious ideas groups</p> <p><input type="checkbox"/> Other (specify)</p>		

PRIVACY SETTINGS			
ACTION	CHECK	HOW DO YOU SEE HIM/HER	HOW DO THEY SEE YOU
8. Indicate if there are any restrictions or if it is possible to access all information on the different social networks	Can you see all information regarding your classmate or are there any restrictions? <input type="checkbox"/> Yes <input type="checkbox"/> No		
9. How social are you? How big is your network?	How many friends/connections /followers do you/they have? (Indicate for each social network) <input type="checkbox"/> Less than 100 <input type="checkbox"/> More than 100 <input type="checkbox"/> More than 1000		
PROFESSIONAL CONTENT			
ACTION	CHECK	HOW DO YOU SEE HIM/HER	HOW DO THEY SEE YOU
10. Search the CV on LinkedIn and on other specialized websites (Indeed.com- Taleo-Monster)	Do you/they have an online CV? <input type="checkbox"/> Yes (specify where) <input type="checkbox"/> No		
11. Data updating	Is the information you found up to date? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> There is no professional information		

Map the Data Found in LO2 and Analyse It with a Checklist of Bad/Good Criteria

STEP 2: ONLINE PRESENCE DOS/DONTS CHECKLIST

Analyse the data you found through the previous exercise, referring to your/your classmate's professional aspirations: insert your observations in the table

ONLINE PRESENCE AND SOCIAL NETWORKING		
DO/DON'T	HOW I SEE HIM/HER	HOW THEY SEE ME
<p>Show your story</p> <p>Put yourself as a protagonist in an area of interest for you, personally or professionally (examples: If you like to write, publish a blog. If you prefer photography, start a Pinterest or Flickr account). Find the way to share content that is good for you, and start to publish your own things online.</p>		
<p>Stay tuned</p> <p>Make your thoughts and knowledges clear, with stories, tips or other new content. Frequently share updates on your job search. Follow and actively take part in industry blogs discussions. Show that you are listening by replying to questions and comments.</p>		
<p>Remember: Internet has a good memory</p> <p>Never post any pictures of yourself that you do not want people to see. Do not post embarrassing pictures of you (examples: drinking wine or dancing shirtless). A possible choice is to have two Facebook/Instagram etc. profiles: an 'official' one, which focuses on your educational and professional achievements, and another for your personal circles, with the most private settings possible.</p>		

CONTENT (GENERAL)		
DO/DON'T	HOW I SEE HIM/HER	HOW THEY SEE ME
<p>Pay attention to the geolocation (tag places, check in, etc.) when posting photos or messages. Especially if you do not want to let people know where you are.</p>		
<p>Avoid publishing anything that connotes indiscretion or negative commentary about current or past employers, colleagues, and clients. It's easy to forget who is in your network and you never know who might see the content.</p>		
<p>Carefully monitor what you endorse with the "like" button. Tagged posts or comments that reflect negatively on your attitudes toward work or school should not be presented. Facebook collects a number of information that you cannot even imagine. For example, did you know that Facebook knows every time you visit a site with a Facebook "Like" button, even if you never click the button, are not a Facebook user, or are not logged in?</p>		
<p>Do not engage with detractors If someone writes something uncomplimentary about you, do not react, don't write anything, and do not refer to the offending content in online forums. If you drag the unpleasant conversation, you will obtain more attention from other people to thing you do not want to give relevance.</p>		
<p>Do not assume that everyone shares your sense of humour Different people respond, and take offense, to different types of humour.</p>		

<p>Avoid over-sharing information with the public that could put you at risk.</p>		
<p>PRIVACY SETTINGS</p>		
<p>DO/DON'T</p>	<p>HOW I SEE HIM/HER</p>	<p>HOW THEY SEE ME</p>
<p>Check your privacy settings regularly to control who has access to your information. From the “Privacy” icon from your home page, you can set who can see your posts and limit the possibilities of finding your profile. Privacy settings can prevent companies from finding your profile at all, or can only allow them to see a restricted number of posts.</p>		
<p>Do not add strangers, select new friends carefully Make a conscious choice about which friend, connection and initiative requests you accept. Your friends, and their online presence, can reflect on you. While it may look impressive to have hundreds of connections and thousands of friends, it is better to focus on quality over quantity when it concerns your online reputation.</p>		
<p>PROFESSIONAL CONTENT</p>		
<p>DO/DON'T</p>	<p>HOW I SEE HIM/HER</p>	<p>HOW THEY SEE ME</p>
<p>Make sure your resume is up to date It is important for job candidates to regularly update their social media profiles and monitor what information is shared about them on the Web to ensure they are projecting a positive image.</p>		

<p>Keep digital copies of your resumes brief no longer than one page and present yourself with a professional picture.</p>		
<p>Keep your social networks healthy Expand your professional social network through websites like LinkedIn. Use links created during internships, fieldworks, and volunteer activities. Look for companies where you wish to work and write to the main professionals to ask them questions.</p>		

<p>Some more tips</p>	
<p>Create your own domain</p>	<p>Social media sites often rank well in your search results, and you manage the positive content they exhibit, so it is a good plan to claim as many of them as possible. If you have a common name, it can be difficult for you to differentiate from homonyms. The tech news website, Life hacker, recommends young professionals to buy an exact match domain (EMD) of the first and last name. These URLs can help lead school admissions officers and recruiters directly to your web presence.</p>
<p>Don't click, don't tell.</p>	<p>Do not visit the negative pages in your search too many times. This would allow search engines to understand that the page is relevant to you, driving it up in the results. For the same mechanism, do not tell all your friends to go visit the page.</p>
<p>Before being photographed in public</p>	<p>Keep in mind that the photos will be probably published on the website and on the social pages of the pubs and shared many times.</p>
<p>Monitor social media job boards</p>	<p>On dedicated pages, social media and link for upcoming employment opportunities.</p>
<p>Be generous</p>	<p>Helping others is a crucial way to show your own professional attitude. Give information,</p>

	share leads, provide endorsements, and congratulate people on their job successes
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STEP 3: FEEDBACK AND DISCUSSION SESSIONS

Is what you tell in your "online life" in line with your professional aspirations?

Worksheet LO3

What to Do to Remove Bad Data/Information from the Network

INTRODUCTION

Social networks make it simpler to get in touch with others and exchange information with a huge number of people. However, these online communities increase the risks related to the inappropriate or unauthorized use of personal data: users are exposed to reputational damage, identity theft, or misuse.

Digital and real life is no longer distinct: what happens online produces its effects outside the Internet, in day-to-day life, personal and professional relationships.

Information can be made public in various ways.

A user could, with no restriction on access through available privacy settings, post information as public.

- Information can be publicly visible by default. A user could change their privacy settings, in certain situations, making their information “private”, thereby enabling viewing by approved users only. However, some information must remain public and the user has no option for restricted access to it.
- A social network does not require a user’s permission to change its private policy and it can do so at any time. Therefore, content posted with restrictive privacy settings could be visible if there are any changes to the private policy.
- Privacy settings could be bypassed should approved contacts copy and repost information/photos without the user’s permission.
- It could also be possible for third party applications that have been granted access to view information posted privately by a user or a user’s contacts.

GOVERNMENT AND LAW ENFORCEMENT USES OF SOCIAL NETWORKING SITES

In January 2012, the European Commission proposed a comprehensive reform of data protection rules in the EU. On 4th May 2016, the official texts of the Regulation and the Directive have been published in the EU Official Journal in all the official languages. While the Regulation will enter into force on 24th May 2016, it shall apply from 25th May 2018. The Directive enters into force on 5th May 2016 and EU Member States have to transpose it into their national law by 6th May 2018.

The new rules strengthen the right to be forgotten so that if one no longer wants their personal data to be processed, and there is no legitimate reason for an organisation to keep it, it must be removed from their system:

- Data controllers must prove that they need to keep the data, rather than users having to prove that collecting their data is not necessary.
- Providers must take account of the principle of 'data protection by default', which means that the default settings should be those that provide the most privacy.
- Companies will be obliged to inform you as clearly, understandably and transparently as possible about how your personal data will be used, so that you are in the best position to decide what data you share.
- The privacy information may be provided in combination with easy to understand standardised icons.
- The reform of data protection will make it easier for you to access your data and give you a right to data portability, which means it will be easier to transfer personal data from one service provider to another.
- It will also ensure that when users give their consent for companies to use their personal data, that agreement is given by means of a clear affirmative action and with their full awareness. This will give users control over their data, and help foster trust in the online environment.

HOW TO REMOVE MY INFORMATION? HOW TO BE INFORMED ABOUT MY PRIVACY?

Once you have identified your online reputation associated with your identity online, you'll need to take steps to remove or hide it. However, this can be trickier, especially if the content has been posted by another person, archived on a website or stored in an account you can no longer access.

Here are a few strategies that can help you to manage your on-line reputation.

GOOGLE – THE RIGHT TO BE FORGOTTEN

In May 2014, a ruling by the Court of Justice of the European Union (C-131/12, 13 May 2014) found that certain people can ask search engines to remove specific results for queries that include their name, where the interests in those results appearing are outweighed by the person's privacy rights.

Since this EU ruling was published on 13 May 2014, Google have been working to comply. The company has created an online form. The form allows an individual or someone representing an individual to put in a request and to list the name that they want results removed for. You can ask Google to remove your sensitive personal information, like your bank account number, or an image of your handwritten signature, or a nude or sexually explicit image or video of you that's been shared without your consent, from Google search results.

- When you make such a request, Google will balance the privacy rights of the individual with the public's interest to know and the right to distribute information.
- Does this apply only to Google? No. This applies to all search engines that have an office in Europe and selling advertising, even if their servers are located in non-EU territory.
- When evaluating your request, they will look at whether the results include outdated information about you, as well as whether there's a public interest in the information – for example, they may decline to remove certain information about financial scams, professional malpractice, criminal convictions, or public conduct of government officials.
- If you disagree with their decision, you can contact your local DPA.

IMPORTANT: Even if Google deletes the site or image from its search results, the webpage still exists and can be found through the URL to the site, social media sharing, or other search engines. This is why your best option is to contact the webmaster, who can remove the page entirely.

Useful links:

https://support.google.com/legal/contact/lr_eudpa?product=websearch&hl=en

<https://support.google.com/legal/answer/3110420?rd=1>

GOOGLE ALERT

You can customize Google search settings so that you receive an email alert every time a search listing with your name is added. In this way, you do not have to search for yourself periodically to keep track of your reputation. You can set up any number of Alerts (up to 1000 per email address) to help you monitor online activity for the search terms of your choice.

Go to <http://www.google.com/alerts/>, enter the search terms you want the Google Alert to track, choose the Type of results you want Google Alerts to find and how often you'd like to receive your Google Alerts, click the Create Alert button and finish.

Useful link:

<https://support.google.com/websearch/answer/4815696?hl=en>

GOOGLE - MY ACTIVITY

My Activity is a central place to view and manage activity like searches you have done, websites you have visited, and videos you have watched.

Activity is saved when you are signed in to your Google Account on any device. When an Activity control is turned on, Google may store information based on this setting.

Activity controls let you decide whether or not to save these types of activity:

1. Web & App Activity saves your search activity on apps and browsers to make searches faster and give you customized experiences in Search, Maps, and other Google products. You can also choose to save your Chrome browsing history and activity from websites and apps that use Google services.

2. Location History creates a private map of where you go with your signed-in devices to provide improved map searches, commute routes, and more.

3. Device Information stores your contacts, calendars, apps, and other device data to improve your experience across Google.

4. Voice & Audio Activity stores your voice and audio inputs (for example, your "Ok Google" commands) to help recognize your voice and improve speech recognition.

5. YouTube search history stores your YouTube searches to make your future searches faster and improve your recommendations.

You can easily delete specific items or entire topics. You can also change your settings and decide what data gets associated with your account.

You can control most of the information that's saved in My Activity. To change these settings:

1. Go to Activity controls. You might need to sign in to your Google Account.
2. From here you can:
 - Save activity: Next to the activity you want to save, turn on the switch. Select Turn on.
 - Stop saving activity: Next to the activity you don't want to save, turn off the switch. Select Pause.

Useful link:

<https://myactivity.google.com/myactivity>

GENERAL TIPS TO TAKE INTO ACCOUNT WHEN REVIEWING A PRIVACY POLICY IN SOCIAL NETWORKS AND PREVENTING THE CONTENT YOU SHARE ONLINE FROM SHOWING UP IN PUBLIC

Unfortunately, most privacy policies are long and difficult to understand. Here is a glossary of terms or conditions typically listed in the privacy policy statements that can help you when reading and interpreting such texts:

Terms of service	It is the agreement that any user should accept to access a service. It can include information just as important as the privacy policy, so always review those as well.
Privacy policy	Terms and rules of individual privacy guaranteed by the provider of the service. It only covers the social network direct services. It does not, for example, cover third-party applications that interact with the website (app, online games etc.)
Notification	Communication automatically sent by the service to the user about privacy issues. Are users notified by a social network about changes to the private policy? Will the changes be posted in the privacy policy or also in the homepage?
Contact information	Begin at the end! It is often at the end where the most important sections of privacy policies are to be found. Contact information for privacy contacts at social media and the most important facts regarding the use of personally identifiable information is normally found at the end of the document.
Policy location Policy Language	Be aware of the location and language the privacy policy is written in (see menu). Has it been hidden in a webpage which is difficult to find or is it easily located? Is the language too vague or too difficult to understand?
Delete account procedure and constrains	Read the menu and rules which dictate how you can delete your social network account. Pay attention to the removal of all your information – is it possible, can you delete the account and remove all information? Will the social network keep some of your information? Some social networks might make it hard or complicated to cancel accounts. They may

	direct unhappy users to “deactivate” accounts.
Personal data persistence	Specifications about how long and in which way data is stored in the archives of the service. What is the length of time personal information is stored? Some is kept in perpetuity, some might be deleted completely after a period of time, whilst other information could be made anonymous after a period of time.
Data ownership	Who is the posted data owned by? Are the users’ rights to information lost after they have posted it? Is it available for marketing agents to use without explicit consent from the user? Could a user’s details, i.e. their name and photo, be used in advertising?
Complaint	How does a user make a complaint? Search for an actual email or website address and/or a telephone number users can access to express concerns. In some cases, online social networks employ the services of independent companies that review their privacy practices. Dissatisfied users can submit complaints to these certifying companies if they have concerns about a social network company’s compliance with any posted privacy policy.
Tagging policy	The specifications and rules applicable to the tagging of data published by users. Monitor tagged photos for inappropriate content and adjust your settings to determine who can tag you and who can see it. If someone else posts a picture of you that you find embarrassing, remove the “tag” that identifies it as you. Also do not hesitate to ask others to take down pictures of yourself that you think could compromise your reputation. If you want to review these tags individually and approve them, just click on the How Tags Work section in the privacy settings.
Inappropriate content removal	Rules and procedures to remove inappropriate content. Removing inappropriate content and photos that might affect your job search prospects, as inappropriate tweet content, followed accounts, interactions, and mentions.

Since each service has its own policy, we cannot include here all the elements normally covered by the rules, we will just provide you with the links to the most important services Private Policy pages, so you can analyse and compare them.

Useful links

[Blogger Privacy Policy](#)

[Facebook Privacy Policy](#)

[Google+ Privacy Policy](#)

[Instagram Privacy Policy](#)

[LinkedIn Privacy Policy](#)

[Pinterest Privacy Policy](#)

[Tumblr Privacy Policy](#)

[Twitter Privacy Policy](#)

[Snapchat Privacy Policy](#)



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