



Fact sheet

MANAGING YOUR REPUTATION

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When you send something digitally, either via your mobile phone or over the internet, you lose control over who sees it and what they do with it. You may never be able to permanently delete the image or text, so it is important that before you send something, think about what you are sending and where it might end up.

Do you know who you are sending it to?

You might be tricked into thinking you are communicating with a friend, but can you ever be sure that it is only them holding the phone or looking at the screen?

Do you know what they will do with it?

Even if you are sure who is on the other end, can you really trust them? If your relationship turns sour, can you be sure that they won't use that text or image against you?

Do you want it to be around forever?

Once you have shared something in a digital format, it can easily be distributed to others and posted on the internet. Distribution might start with just your school, but it can quickly spread to your community and beyond. Once you put something on the internet, it can never be permanently deleted. Think about these things before you ever share something digitally.

How will it affect your future?

A future employer, university or sporting organisation might research you online. What they find will influence their decision on whether to employ you.

Some pictures should never be shared. These include images in little or no clothing, or in sexualised poses.

What should you do before it happens to you?

Think twice before communicating or agreeing to share this type of material with someone, especially using technology to do so.

Have you been part of the problem?

By storing or helping to distribute this type of material, you are contributing to this serious issue. Distributing these images maliciously is viewed even more seriously.

What should you do if it has already occurred?

If you have received this type of material, delete it without forwarding it. Tell the person who sent it to you that you are not interested in being a part of this. If you know who the person in the image or communication is, let them know what is going on. They wouldn't want to be the last to know.

If you have created this material, delete it and don't share it. If you have sent it to someone, ask them to delete it and make sure they do.

If someone has created this material of you without your permission, you need to tell a trusted adult and they can assist you in reporting it to law enforcement. This is a serious matter and should not be ignored.

So what does the law say?

Images, text or representations of someone under the age of 18 in little or no clothing, a sexual pose or engaged in a sexual act may be considered child pornography.

Even if you create and share this content yourself you can still be breaking the law!

Young people in Australia and overseas have been charged under child pornography laws for engaging in this type of behaviour.

So what can you do about it?

Type your name into a search engine and see what's out there about you. Regularly search for your name, username, email address and phone number in online search engines such as Google, Bing or Yahoo!. You can also use meta search engines such as [www.pipl.com](#) for a deeper search. If you don't like what is out there, take ownership and have it removed or balance it with positive content.

Your online reputation is your responsibility so take control of what your digital shadow is saying about you!



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