

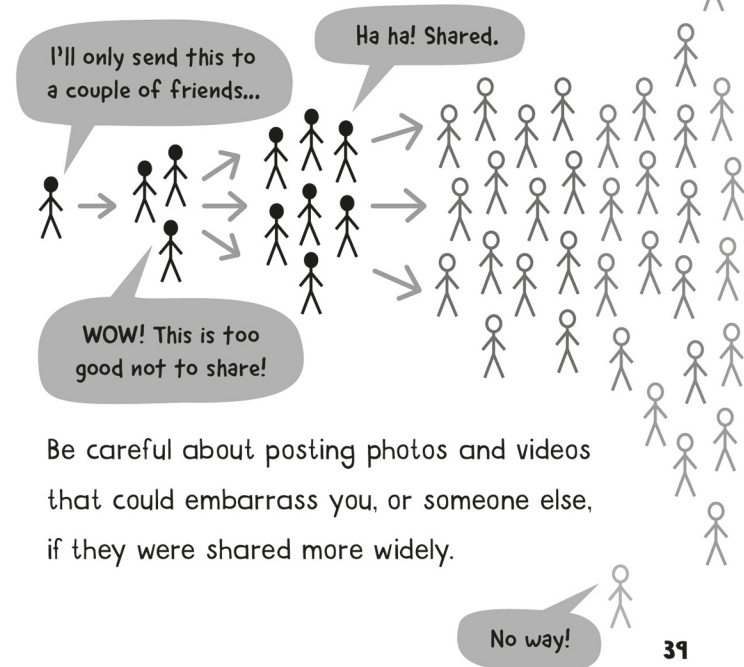


Protecting your reputation

Your online identity is not just a collection of posts, photos and videos. The way you act on social media, and the things other people post about you, also add to it. Your online identity builds up a **reputation**, and what you do online leaves a **digital footprint**. Digital footprints are difficult to erase, so mistakes can follow you.

Oversharing

Social media can feel like a private place to confess things, but it really isn't. Although you can adjust your privacy settings so that your posts can only be seen by your contacts, you can't control what they then share. That means **anything you post** could be shared beyond your friendship group, right across social media.

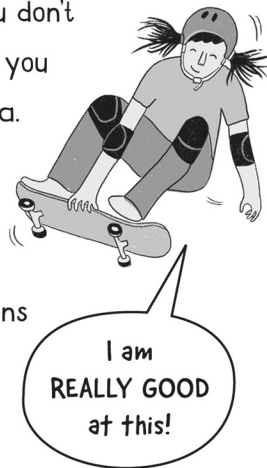


Be careful about posting photos and videos that could embarrass you, or someone else, if they were shared more widely.

Having many likes, shares and social media contacts can really **boost** your self-confidence, but finding you only have a few of these can really **knock** your self-confidence. It's exhausting!

There are so many different ways to look for validation on social media that **you might not even realize you are doing it.**

If social media is ever making you feel rubbish about yourself, it's a sign you need to give yourself a break. Don't put your happiness in the hands of people you don't know, and who don't know you beyond your online persona. Turn your attention to other things that make you feel **confident**, that don't depend on the opinions of other people.

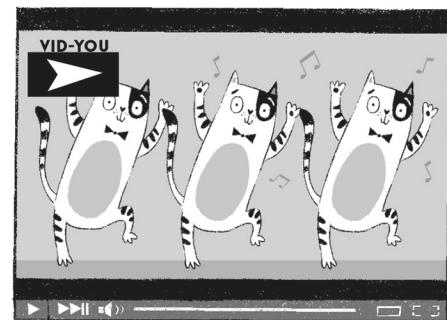


Your friends

Whether you joined social media mainly as way to keep in touch with your current friends, or to make new online friends, the people you choose to connect with on social media will have an impact on how you feel day-to-day.



Perhaps you might strengthen a friendship with someone you've just met in person, or you don't know very well, through sending each other videos of animals doing funny things.



Being **positive** about your body is an important aspect of having good mental health, so it's worth taking care of your body confidence as much as your physical health. If the images you see on social media are dragging your confidence down, you can bet it's happening to other people too.



What you see on social media is **NOT ALWAYS** the real thing. As you scroll through these images, it's important to be aware of **HOW** and **WHY** they were created, and just how artificial many of them are, so you **don't lose track of reality**.

Airbrushing

Airbrushing is known as the art of digitally altering photos of people to make them look 'more attractive'. This type of photo editing is used in any industry that uses images of people – from fashion to weightlifting.

