Digital Identity Management and Digital Wellbeing

## [0:04]

Nowadays, much of how we present ourselves – both personally and professionally – is done online.

The increasing number of devices we use on a daily basis, the array of digital tools and technologies at our fingertips and our engagement with others in different digital environments, can provide a rich digital experience but can also impact on our wellbeing. Let’s explore this important element of our digital capability of digital identity and wellbeing, what these concepts mean and some tips on how we can start to manage them.

## [0:44]

Digital Identity Management is how we develop and project a positive digital identity (or multiple identities) in the online environment, your activity on a number of different platforms and your use of social media accounts such as Facebook, Twitter or LinkedIn including what you post, how you react and how you behave with others (in both a personal and professional capacity) lead to the development of your own online identity. This naturally contributes to your digital reputation.

## [1:22]

So, why is this important?

Your digital identity is visible to an extended network of potential employers, educators and other important figures, more than you may even realise.

This means your digital reputation can precede your offline self when others form their opinion of you. That’s why it is important to be aware of your ability to manage your online identity, so that you are in control of your digital reputation.

## [1:57]

Digital Wellbeing is the capability to look after your personal health, safety, relationships and work-life balance in digital settings. As much of our lives are lived online, we need to reflect on and understand how that can impact our wellbeing. As our world becomes more digital, we need to reflect on and understand how that can impact our wellbeing and the steps we can take to safeguard and even improve our wellbeing in digital spaces.

## [2:29]

Here are some tips to managing your digital identity and wellbeing:

1. Remember your audience when you post. Before you post something, pause to think about whether or not you are comfortable with it being publicly visible and potentially forming part of your digital reputation.
2. Use the Privacy settings. Familiarise yourself with the privacy settings of your social media accounts. Look at the settings on each platform, as these will all be different, and always check back because they are updated regularly. By doing this you can make sure that whatever is public on your social media is what you would be happy with a stranger, even a potential employer, seeing, while still having a place to share more personal information with your family and friends.

## [3:21]

1. Personalise settings to suit your experience. You can personalise settings to suit the experience you want. For example, if you are getting an overload of work emails sent to your phone, you should consider adjusting how and when you receive notifications.
2. Take a break or create your own boundaries for digital use. If elements of online activity are impacting on you negatively or becoming stressful, try and find what works for you. This will be different for everyone. It may be that taking breaks or logging out regularly, or even deleting certain apps or accounts, will help to maintain your digital wellbeing. There is also nothing wrong with forgoing social media altogether to give yourself some screen-free time.

## [4:13]

1. Still be yourself. When thinking about our digital wellbeing and identity, it is important to note that you should still be yourself, just be mindful about how accessible your social media is and what you would prefer to keep private.
2. Manage your digital identity to your advantage. Having a digital identity can be a great way to showcase your achievements, promote your interests, network with people you’d never have met otherwise and share ideas.
3. Online and offline wellbeing. You can extend the measures you take to look after your wellbeing offline into your digital life. There are websites and apps designed to assist both your digital and general wellbeing. Everything from mindfulness, to meditation to cognitive behavioural therapy exists in app form. If you feel technology is taking its toll on your wellbeing, why not try some now?

## [5:15]

At the university, we care about your digital wellbeing, so please take time to think about and manage your digital identity and behaviour online. If you would like more information on support offered by the university, please visit the websites provided [<https://www.qub.ac.uk/directorates/sgc/wellbeing/InformationforStudents>] or use the relevant contact email [studentwellbeing@qub.ac.uk]