

# DIGITAL IDENTITY TIPS

Did you know?

Your digital footprint is complex, it's crucial to manage it actively  
In 2018 on Facebook US users...

**50%**

DISLIKE THEIR  
AUTOMATIC  
CATEGORISATION

**27%**

FIND THEIR AUTOMATIC  
CATEGORISATION  
INACCURATE

**51%**

ARE ASSIGNED  
THEIR POLITICAL AFFINITY  
BY FACEBOOK

**1**

## AWARENESS

Study and set up your privacy settings to understand and control your digital footprint

**2**

## EDUCATION

Explore learning opportunities to manage your digital footprint more effectively and feel well

**3**

## CHECK

Always check who owns your data, copyrights to your content and what are your privacy options

**4**

## MODERATION

Actively shape your online identity based on your choices, not default behaviours

**5**

## SAFETY

Share data, content and connections in a safe, sensible way to protect yourself and others

"Every day, whether we want to or not, most of us contribute to a growing portrait of who we are online; a portrait that is probably more public than most of us assume. So no matter what you do online, it's important that you know what kind of trail you're leaving, and what the possible effects can be."

Source: <https://www.internetsociety.org/tutorials/your-digital-footprint-matters/>

"When it comes to politics, about half of (US) Facebook users (51%) are assigned a political "affinity" by the site. Among those who are assigned a political category by the site, 73% say the platform's categorization of their politics is very or somewhat accurate, while 27% say it describes them not very or not at all accurately. Put differently, 37% of Facebook users are both assigned a political affinity and say that affinity describes them well, while 14% are both assigned a category and say it does not represent them accurately."

Source: <https://www.pewresearch.org/internet/2019/01/16/facebook-algorithms-and-personal-data/>  
(including the stats on the top)