

# Digital Identity

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How many social media accounts do you have? Facebook, Pinterest, Instagram, Twitter and YouTube are probably the most common platforms that you may use. But what about WhatsApp, TeleGram, Tumblr, TikTok, Reddit, Viber, SnapChat? They may be slightly less popular in terms of business use but they are generally widely used, especially by our children. These social media tools can be very useful for business sales and marketing. However, at the same time there are some issues that have arisen that we are grappling with (both from a business perspective as well as a personal perspective).

From a technical point of view, it is very hard to manage all these social media channels to maintain a consistent message to your audience. Maintaining a consistent brand is also not that easy. From a business perspective this is obviously a problem, from a personal perspective this is generally not an issue at all.

*Then there is the issue of privacy.* With work related social media channels we seem to “protect” them reasonably well and we seem to be well aware of potential privacy issues that may occur through these channels. From a business perspective we tend to be apprehensive about using them and carefully watch our profile as well as what we post on them. The personally used social media channels are quite different, they change rapidly with trends and the content doesn’t need to be consistent.

**A lot of us don’t tend to think about what we post, how we post it and, even worse, about how to set the social media accounts up.**

We tend to be honest about the information we provide in the profiles that we create. When creating a profile for a social media channel we have to provide a lot of personal information (or you use your public Facebook or Google account for everything) and in a lot of cases you will probably provide accurate and real information. In my opinion the problem around this will increase over time. If I look at my children, it seems they hardly have any concept about privacy or security. The desire to create a social media account for them is far more important than the possible implications of that account.

Ask yourself the following questions:

*Do you share large parts of your personal life on Social Media? If so, you may as well hang your front-door key outside on the doorpost. After all, you have posted that you will be in Australia between 1 February and 14 February and to prove that you will also post photos of yourself on the beach on your public Instagram.*

*Is Social Media a burglars paradise? Most likely.*

*Should we stop using Social Media? Absolutely not. Whether we like it or not, life without Social Media has become increasingly more difficult. Some, like myself, may still be apprehensive against it.*

**What I think is important though is that we start thinking about what we post and how we post it.** I think it is OK to “lie” about your personal details in your digital identity (unless it is something like Lexa of course;-) and that we keep teaching our children about the potential risks of Social Media and their digital identity. As a tech community we have a degree of responsibility to protect them.