Online reputation timeline B

# Introduction

Your online reputation can change over time because you change over time, but the content we create online often remains even when it is no longer relevant. It is important to consider which parts of your online reputation change over time and which don’t.

# About character B

Character B is an Instagram influencer. They mostly post about fashion and photography and are hoping to be a model. When they were younger, they got into an argument with another influencer about their content. They both sent each other nasty messages on WhatsApp. Character B has since blocked the other influencer.

In the grid below, consider each of the types of online content that contributes to character B’s online reputation and answer the questions. In the final column, describe a type of online content that might improve character B’s online reputation.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Social posts on a public account | Nasty messages on WhatsApp | Posts as an influencer with 50,000 followers |  |
| How would you describe character B’s online reputation? |  |  |  |  |
| Has character B used the internet appropriately? |  |  |  |  |
| Will this affect character B’s online reputation forever? |  |  |  |  |

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