Norton Online Reputation Report:
Why Millennials should manage their online footprint

France
May 2016

Methodology

- A quantitative survey was conducted online among 3,038 mobile users aged 18-34 years who own an Internet-capable mobile device such as a smartphone or tablet in the UK, Germany and France

- Respondents were asked about online reputation, privacy and career scams in a survey conducted between the 17th and 26th August 2015 by independent research firm Reputation Leaders

- Respondents were equally balanced 50/50 male and female and were nationally representative of regional populations

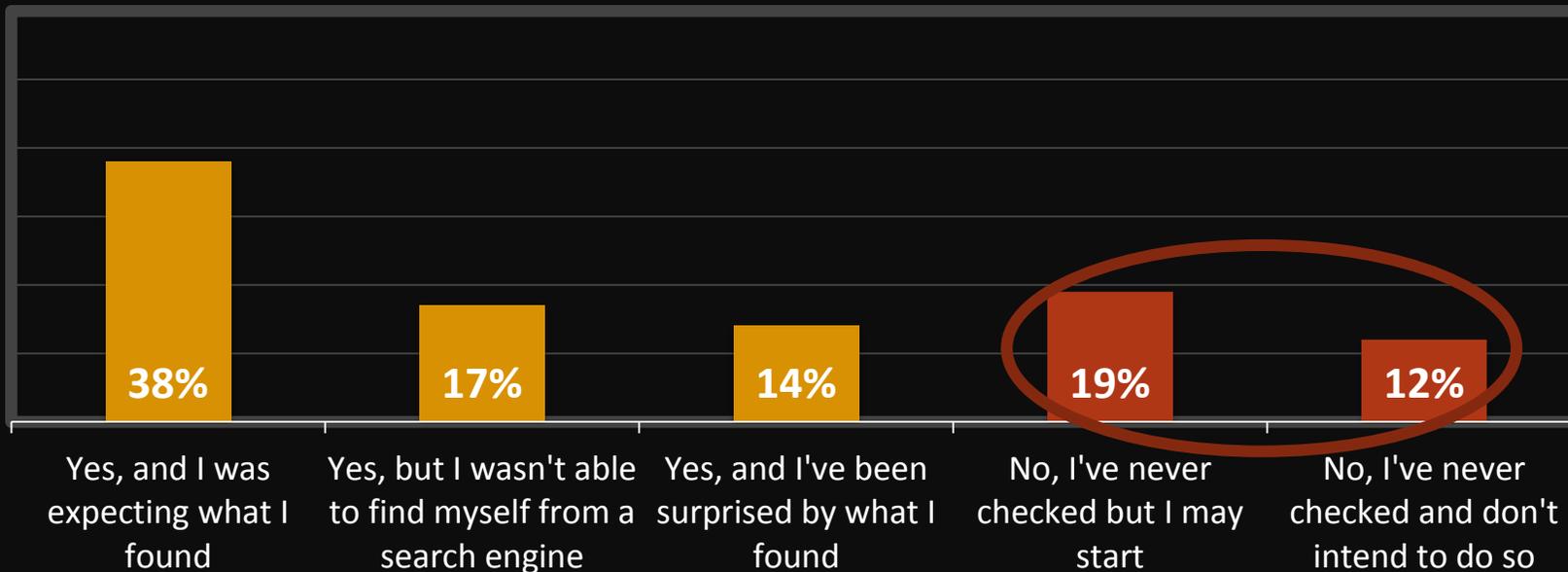- Margin of error for the 3 markets combined = +/- 1.8%

UK	GERMANY	FRANCE
1,000 Margin of Error =+/- 3.1%	1,020 Margin of Error = +/- 3.1%	1,018 Margin of Error = +/- 3.1%

Millennials are concerned about how they appear online

Norton™
by Symantec

Two-thirds (69%) of French millennials run their name through a search engine to see what others find

38% Yes, and I was expecting what I found

17% Yes, but I wasn't able to find myself from a search engine

14% Yes, and I've been surprised by what I found

19% No, I've never checked but I may start

12% No, I've never checked and don't intend to do so

Percentage of French respondents that check to see what comes up when someone searches their full name online
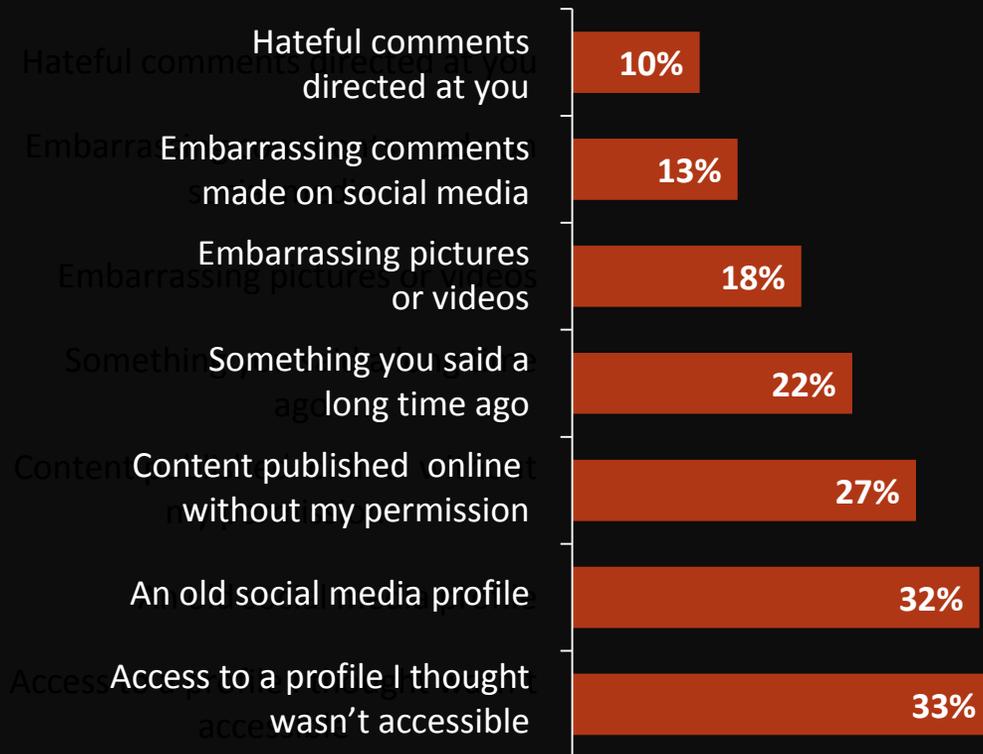
1 in 7
Surprised by what they found

1 in 3
18-34 year olds in France do not know what information appears

…But they don't always like what they find

Category	Percentage
Hateful comments directed at you	10%
Embarrassing comments made on social media	13%
Embarrassing pictures or videos	18%
Something you said a long time ago	22%
Content published online without my permission	27%
An old social media profile	32%
Access to a profile I thought wasn't accessible	33%

Findings that surprised respondents when they searched their name online

Of those who have searched their name online, more than a quarter were shocked to spot content published without their permission

Men are more likely to be *surprised* by what they find about themselves when searching their names online, such as hateful comments and embarrassing pictures or videos
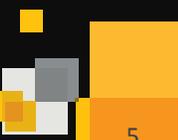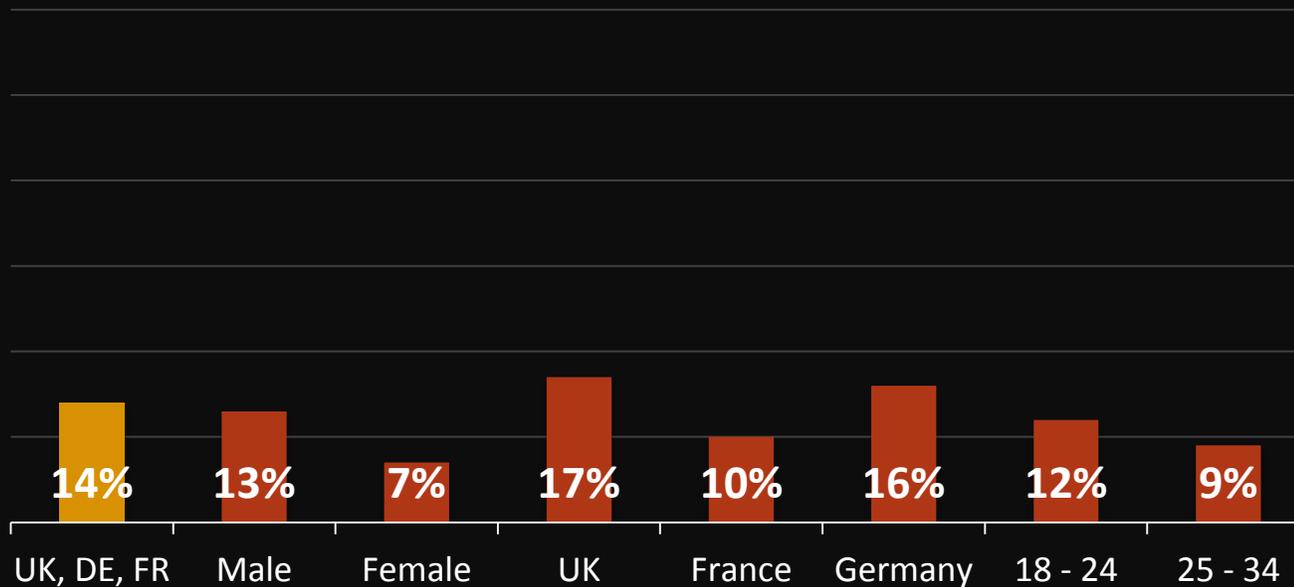
# Protecting Online Reputation for future careers

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1 in 10 of French respondents are very or highly concerned that they may have job-related issues due to social media postings

UK, DE, FR	Male	Female	UK	France	Germany	18 - 24	25 - 34
14%	13%	7%	17%	10%	16%	12%	9%

Number of people concerned they might be questioned by an employer, lose a job opportunity or be fired due to compromising pictures or videos, or negative posts/comments by or regarding them found online

UK respondents are the most likely to be concerned by social media posts
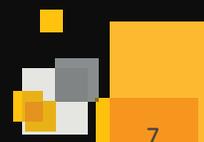
It's not only personal postings that can impact online reputation

Norton
by Symantec

Online profiles are often the target of cybercriminals looking for personal data or monetary gain

25% Once

8% Twice

5% Between 3 and 5 times

10% More than 6 times

Number of people concerned they might be questioned by an employer, lose a job opportunity or be fired due to compromising pictures or videos, or negative posts/comments by or regarding them found online
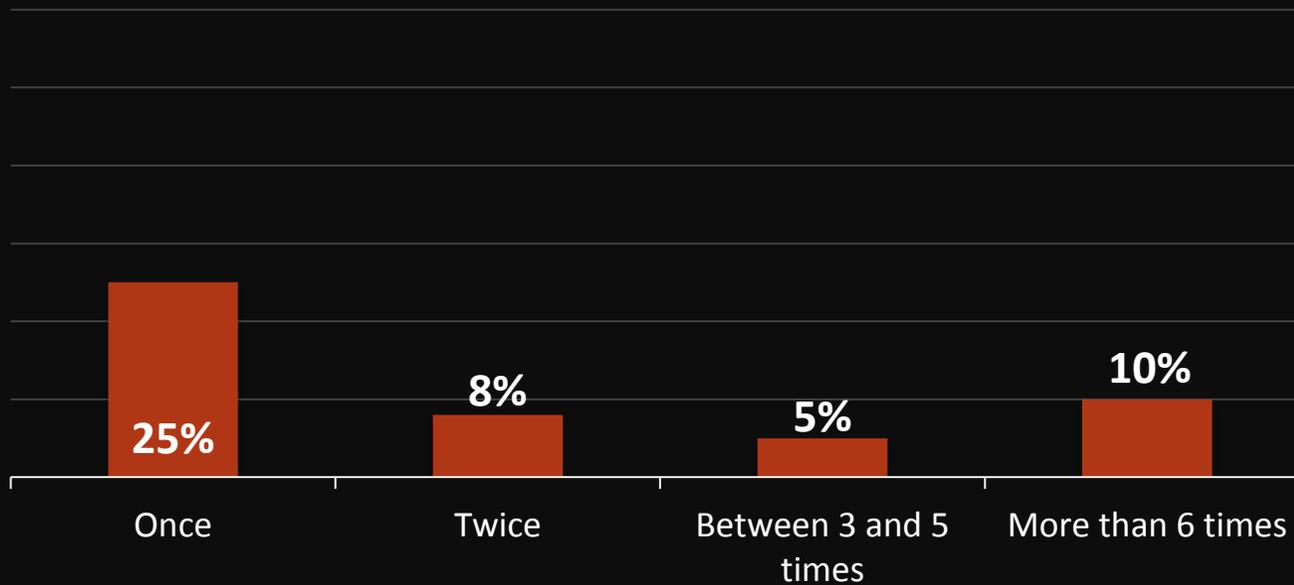
48%

of 18-34 year olds in France report falling victim to a phishing attack and/or having an account compromised

Spamming or phishing of one's online contacts is the most likely outcome of an account hack

The hacker posted or sent spam, phishing messages or other scams to my contacts as if it had come from me — **44%**

The hacker made posts pretending to be me — **11%**

I was harassed or bullied online — **7%**

The hacker posted inappropriate content about me, such as private images, conversations or personal information — **6%**

What happened when respondent was phished and/or had their online account compromised

10

Taking control of who can see what
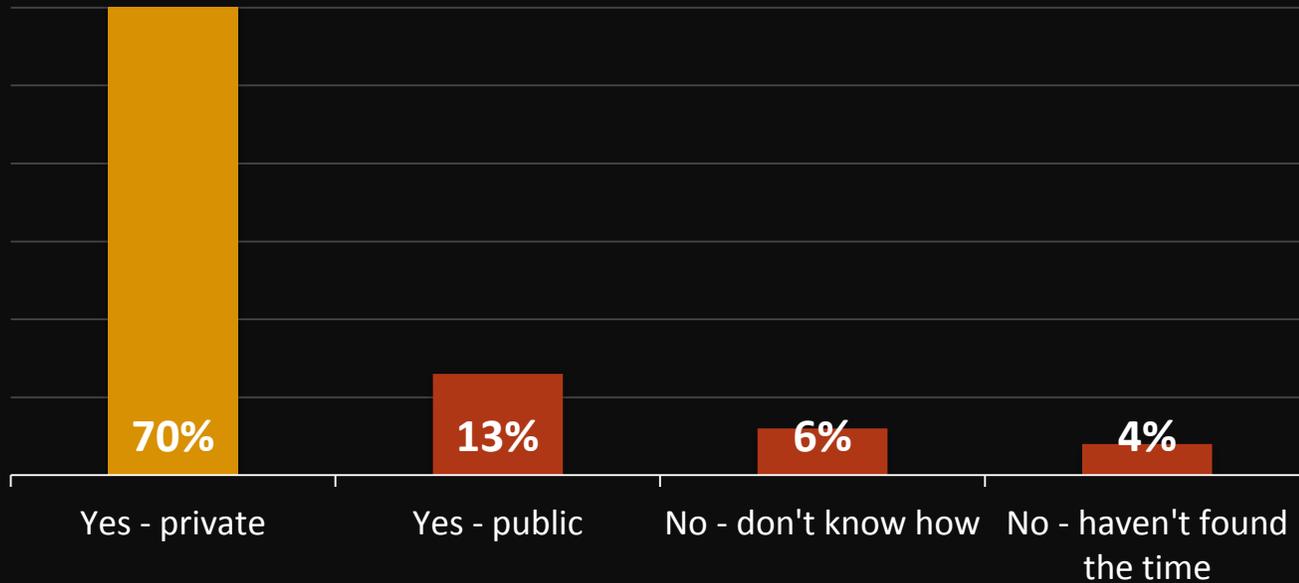
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70% have set privacy settings on their social media accounts to control who can see their content

70%
Yes - private

13%
Yes - public

6%
No - don't know how

4%
No - haven't found the time
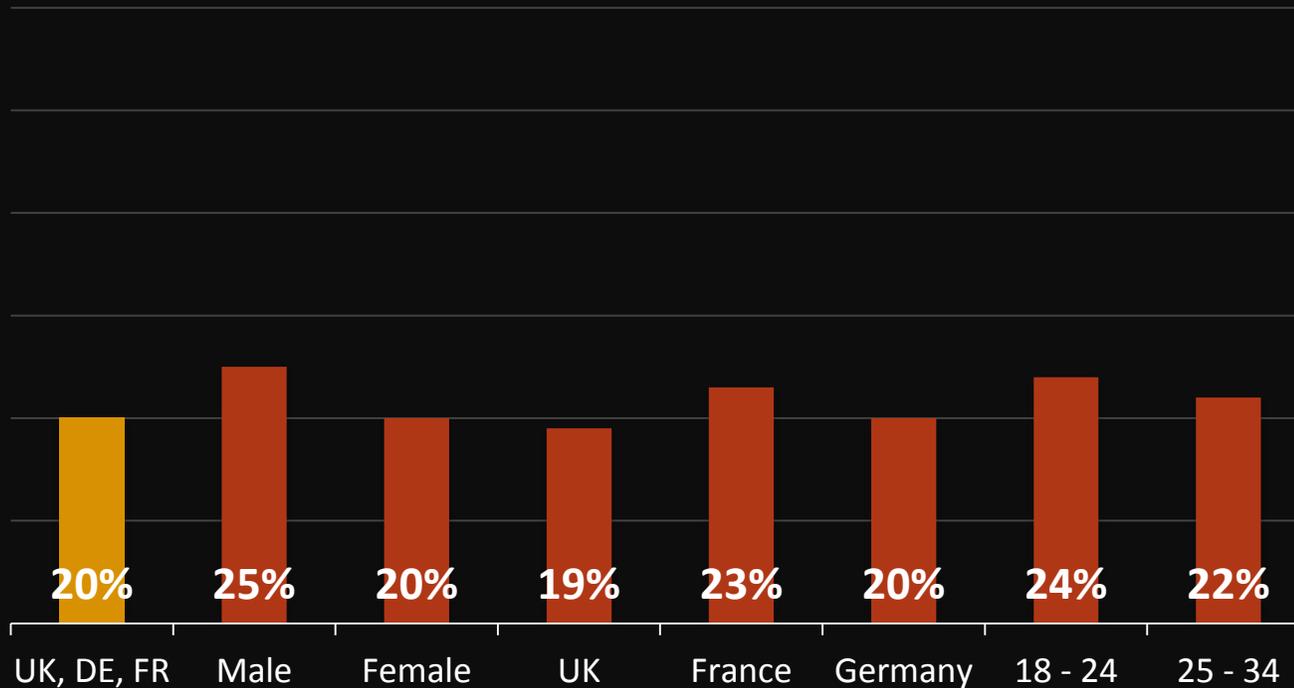
Number of people that have set privacy settings on social media account(s) to control who can see the content and information they post or have been tagged in

1 in 3

French respondents have not set privacy settings on their social media accounts to limit the content and information unapproved contacts can see

Why? To make sure that people can't find out information they don't want others to know

Reasons for making social media profiles private:

- To prevent people I don't know from contacting me... — **62%**
- To ensure content that is posted by or about me on social media can be seen only by my approved contacts — **55%**
- To prevent people stalking me — **45%**
- To stop potential employers or my current employer (or colleagues) from seeing things I don't want them to see — **34%**
- To prevent people from bullying me — **16%**
- To prevent my family from finding out what I'm up to — **10%**

Reasons for making social media profiles private

Norton's Top Tips:
How job seekers can better manage their online presence

Norton
by Symantec

Your Online Reputation: Value it. Protect it. Handle it with Care.

- **Social platforms:** If ever information is out of date, or if you've fallen out of love with a particular social platform, take steps to ensure the information is deleted or doesn't appear in searches. This can be done by turning your profile settings to private, and ensuring only friends or yourself can see most of your profile.

- **Email:** Get rid of old email accounts by deleting them for good. This will ensure any old online content associated with the account will also disappear. Ensure that they you are not still using the email in any social accounts before you delete it. Once the email account is gone any directly associated content will disappear as well.

- **Old shopping and web services accounts:** These type of accounts hold detailed personal and sometimes banking information so it's good to give them the boot if they're no longer in use

- **Data collection sites:** Use a service like DeleteMe to remove yourself from any data collection sites

- **Search engines:** Banish search engine results that return information about you. Google has a URL removal tool that can help you delete specific URLs

Your Online Reputation: Value it. Protect it. Handle it with Care.

- **What you post can last a lifetime:** Before posting online think about how it might be perceived now and in the future and who might see it

- **Own your online presence:** Set the privacy and security settings on web services and devices to your comfort level for information sharing.

- **Be aware of what's being shared:** When you share a post, picture or video online, you may also be revealing information about others. Be thoughtful when and how you share information

- **Post only about others as you would have them post about you:** The golden rule applies online as well

- **Regularly review your social media privacy settings:** This will ensure you have an ongoing firm handle on your eReputation

- **Think before you act:** Be wary of communications that implore you to act immediately, offer something that sounds too good to be true or ask for personal information

- **Get two steps ahead:** Switch on two-step verification or multi-factor authentication wherever offered to prevent unauthorised access

- **Passwords:** Don't share passwords or choose one that can be easily guessed. Create strong and unique passwords for each of your online accounts and change them often.

- **Use robust security software**, such as Norton Security, to help protect against online attacks that can impact your reputation