

Your Digital Identity for Elected Members

Increase and control your digital presence

About the Course

Are you worried about the impact your digital presence has on your professional reputation? Are you ready to take control of your online identity? Then this course is for you?

In this comprehensive course, you'll learn how to effectively audit your digital identity, assess your online footprint, and take steps to improve your digital reputation. You'll discover how to identify potential risks and vulnerabilities in your personal and professional brand and develop a plan to mitigate them.

Course Topics

The course covers a variety of topics, including:

- Understanding the impact of your online presence
- Conducting a thorough audit of your digital footprint
- Evaluating the effectiveness of your personal and professional profiles
- Developing strategies for improving your online reputation
- Crafting a strong personal brand

By the end of this course, you will have the tools and knowledge necessary to take control of your online identity, improve your digital reputation, and project a professional image that aligns with your personal and professional goals.

Course Details

Delivery: Inhouse or virtual delivery

Mode: Interactive workshop

Time: 3 hours

Class Size: 15 max

Cost: On request

About the Trainer

Dr Lisa Harrison
Micro-Influencer,
Researcher and Educator



Dr Lisa Harrison is a dedicated researcher from Queensland University of Technology (QUT), specialising in the study of micro-influencers within the creative industries.

Her background thesis investigated the professional practices of micro-influencers, who are influential social media users emerging in engaged, smaller online communities.

**Enrol now and start taking control
of your digital identity today!**