

# Reputation Management: Maintaining a Diverse & Responsible Digital Footprint

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Virginia L. Johnson, CSAPC  
and James C. Wong



# James C. Wong – Co-Founder of Empowered Ideas



- **Digital Marketing Communications Strategist**  
*Recognized by the Society for New Communications Research*
- **National Association of Asian American Professionals (NAAAP)**  
*NAAAP-RTP Senior Advisor (2011-Present)*
- **United Way of the Greater Triangle (UWGT)**  
*Marketing Committee Member (2011-2013)*
- **Triangle Association of Black Journalists (TABJ)**  
*Board of Directors – Marketing Chair (2010-Present)*
- **Triangle Interactive Marketing Association (TIMA)**  
*President (2011-2012)*
- **iContact / Vocus Corporation**  
*Marketing Communications Manager (2007-2012)*



# Virginia L. Johnson – *Co-Founder of Empowered Ideas*



- **Expertise in Organizational Systems, Sustainability, Communications and Community Mobilization**
- **Certified Substance Abuse Prevention Consultant**  
*Strategic Planning Facilitator & Nonprofit Sustainability Coach*
- **North Carolina Foundation for Alcohol & Drug Studies (NCFADS)**  
*Board of Directors (Current)*
- **NC Substance Abuse Prevention Providers Association (PPA)**  
*Quality Assurance & Standards / Marketing & Communications*
- **Addiction Professionals of North Carolina**  
*Former Member of the Board of Directors*



# WELCOME

SALVE

TERVETULOA

ENNIDOS

WELTKUMMA

AHLA W SAHLA

MIRÈ SE VJEN

MAAYONG PAG-ABOT

BIENVENUE BIENVENUTO

WELKOM

WILKÓM

SIYA NAMKELA NONKE

WOLKOM

AHLA W SAHLA

VELKOMMEN

WILLKOMMEN

ALOHA

BENVNUWE

SANNU DA ZUWA

WILKÓM

MU AMUHEZWI

DEGEMER MAT

WELTASUALULEG

BON BINI

RÄXIM ITEGEZ

MAEVA

BONVENON

GHINI VINISHI

BIENVENIUS

BIENVENIDA

SALAMAT DATANG

RESOURCES

BONVENON

WOEZOR

SIYA NAMKELA NONKE

TERE TULEMAST

MAEVA

MALIPAYONG PAG-ABOT

WILKÓM

TALITALI FIEFIA

BENVNUWE

MAEVA

ALOHA

BONVENON

ENNIDOS

CROES

TERE TULÓMAST

XUSH RELIBSIZ

MAUYA

MU AMUHEZWI

BINVINUTU

MAEVA

RÄXIM ITEGEZ





# What Is a Digital Footprint?





# Monitoring & Building Your Personal Brand Can Lead to Increased Opportunities



# What Are the RISKS?

- Barrier to College Admissions
- May Affect Your Ability to Get Your Dream Job(s)
- Relationships
- Legal Implications
- Affects Trust & Personal Brand

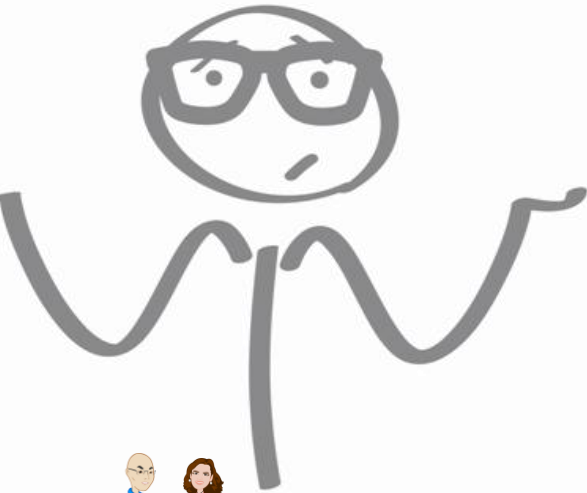


# How DO I Build My Personal Brand?

- Smart Well-Thought Out Content
- Blogging
- LinkedIn
- Networking
- Language (In-Person & Online)
- Clothing Choices
- Attitude & An Open-Mind







# Thank You! – Connect with Us...



**James C. Wong**

[James.Wong@EmpoweredIdeas.com](mailto:James.Wong@EmpoweredIdeas.com)

[Linkedin.com/in/JamesWongNC](https://www.linkedin.com/in/JamesWongNC)

[@CommunityMGR](#)

**Virginia L. Johnson, CSAPC**

[Virginia.Johnson@EmpoweredIdeas.com](mailto:Virginia.Johnson@EmpoweredIdeas.com)

[Linkedin.com/in/VirginiaJohnson](https://www.linkedin.com/in/VirginiaJohnson)

[@EmpoweredVA](#)

