

Transition Your Online Identity

Congratulations on your transition! Deciding who to share your news with is a very individual decision. But if you plan to include the Internet and social media, your past social identity may no longer match your current reality. If you want to make changes, here are some helpful tips.

Google Yourself | Google is the largest search engine, so it's the best place to start. Enter your name, email addresses, nickname, aliases and usernames in separate searches. Include the web, images, news and blogs in your search requirements. You can also add your hometown, current city, occupation, schools, jobs or clubs. Save your Google searches and then do the same thing with all of your social media accounts like Facebook, Twitter, LinkedIn, Myspace, Pinterest, Google groups or forums. Check for photograph tags, too. Save your search results. Finally, check other's profiles where you may appear including friends, family, significant others and alumni sites. Save this search data separately.

Managing Your Online Identity | Now you have a comprehensive view of your online presence. Starting with your own content, you have two choices: delete old accounts and create new ones or edit existing accounts.

To manage existing social media accounts, edit your profile data and content to reflect your current identity. Google + offers: Male, Female, Decline to State and Custom choices. Facebook users now have many choices. You can even select a preferred public pronoun: her, him or them. To edit posts, most social sites let you delete or hide old posts.

Changing what others posted about you is more challenging. On Facebook, you can untag

photographs on anyone's posts. For Facebook posts and other social media accounts, you can contact the poster and ask them to untag, hide or delete photos or posts that mention you. Don't be shy about asking; many job seekers do the same thing so your request is likely not the first.

High schools, colleges, news stories and past employers are tougher. If you can get deletions or edits, that's great, but if not, your next job is to drive these search results lower in the list of returns.

Since most searchers never look past the first page of Google returns, create new content that rises to the top of the search.

Creating a New Online Identity | If you have your own website, add content. Sites with new content rise above old content in searches. If you do not already have a website, you can buy your own name as a domain (e.g. JohnSmith.com, JaneDoeinCity.com, JohnDoeblog.com) pretty affordably. Next create new social media accounts wherever you can using your new name and photographs. Post something new every two weeks or month to drive them to the top of your search results.

Finally, create a new Google search account using your old data. Google will email you whenever your old data appears. Address those items using the same steps above. Congratulations! You just refined your online presence to better match your current identity.

If you want help with your transition or know someone who could benefit from these services, visit transitiontransgendercoach.com for more data and testimonials. If you have questions, please contact me at 919.833.6498 or at mail@transgendertransitioncoach.com