



Hiding in plain sight

Leveraging social media while protecting your privacy.

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Jason St-Cyr

Explainer of tech things, just trying to help!



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As described by Twitter:

- “Quite neighborly...”
- “Enthusiastic technical evangelist with deep care for humanity”
- “Tall, thin, technical, likes Muppets?”
- “Friendly neighbourhood rockstar dev”
- “Deeply passionate technology advocate with glasses and a friendly face”

Create a brand and help your career



Protect your identity and privacy



Building a brand: The 'professional' self



— The audience is there for you



Choice of platforms that can fit you



Support building your "network"



ZOOM LENS

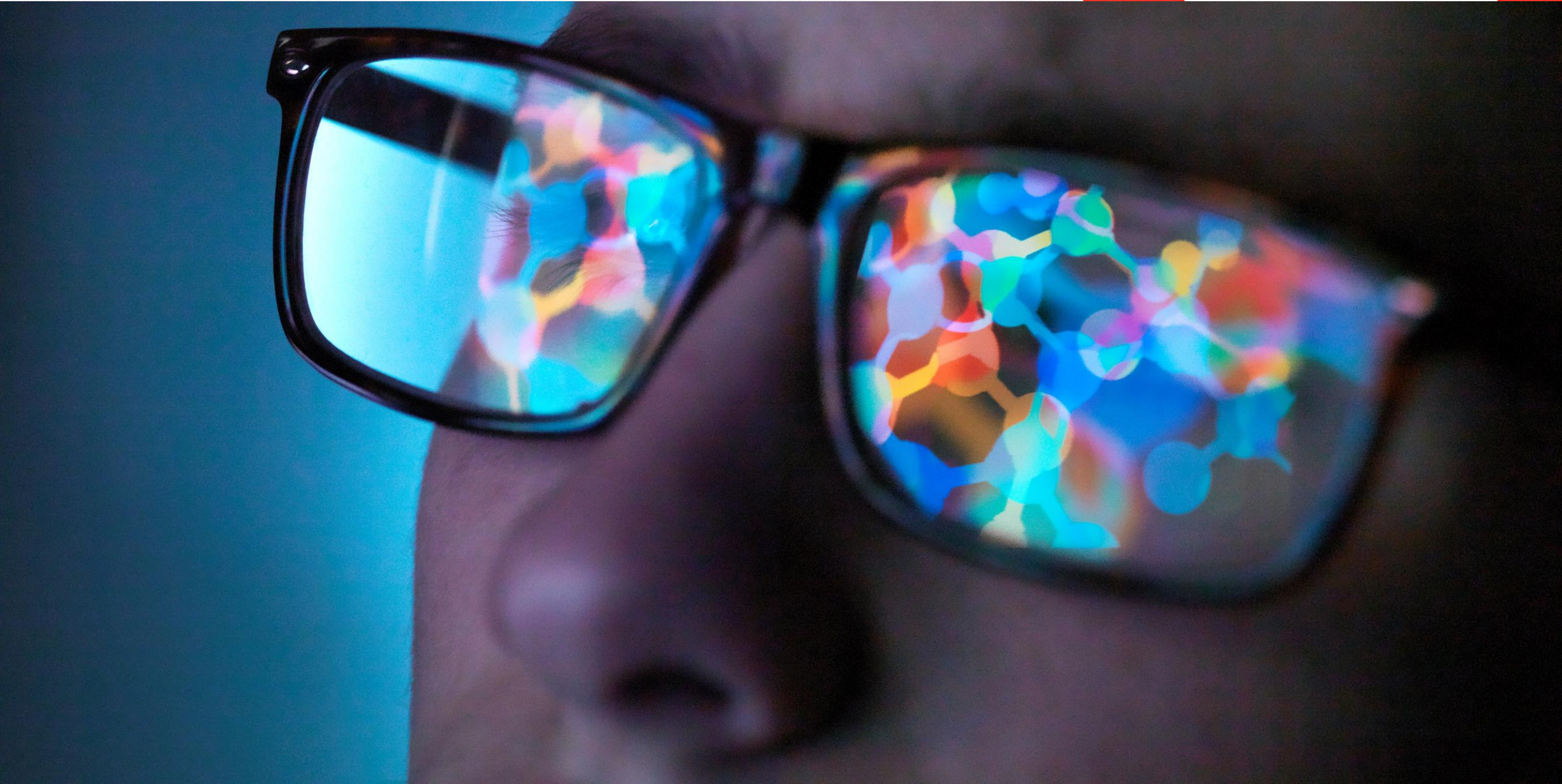
Why privacy?



○ Separate personal from professional



Protecting your identity



Limit information sharing across linked entities



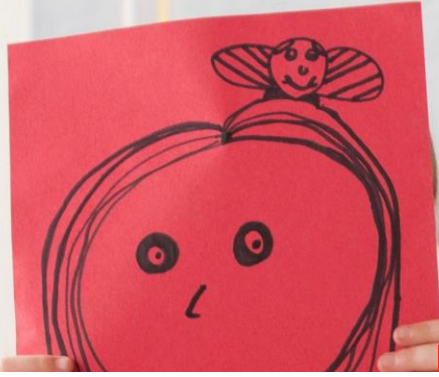
Protect future self from present self



Physical safety of you and your family



Hiding in plain site





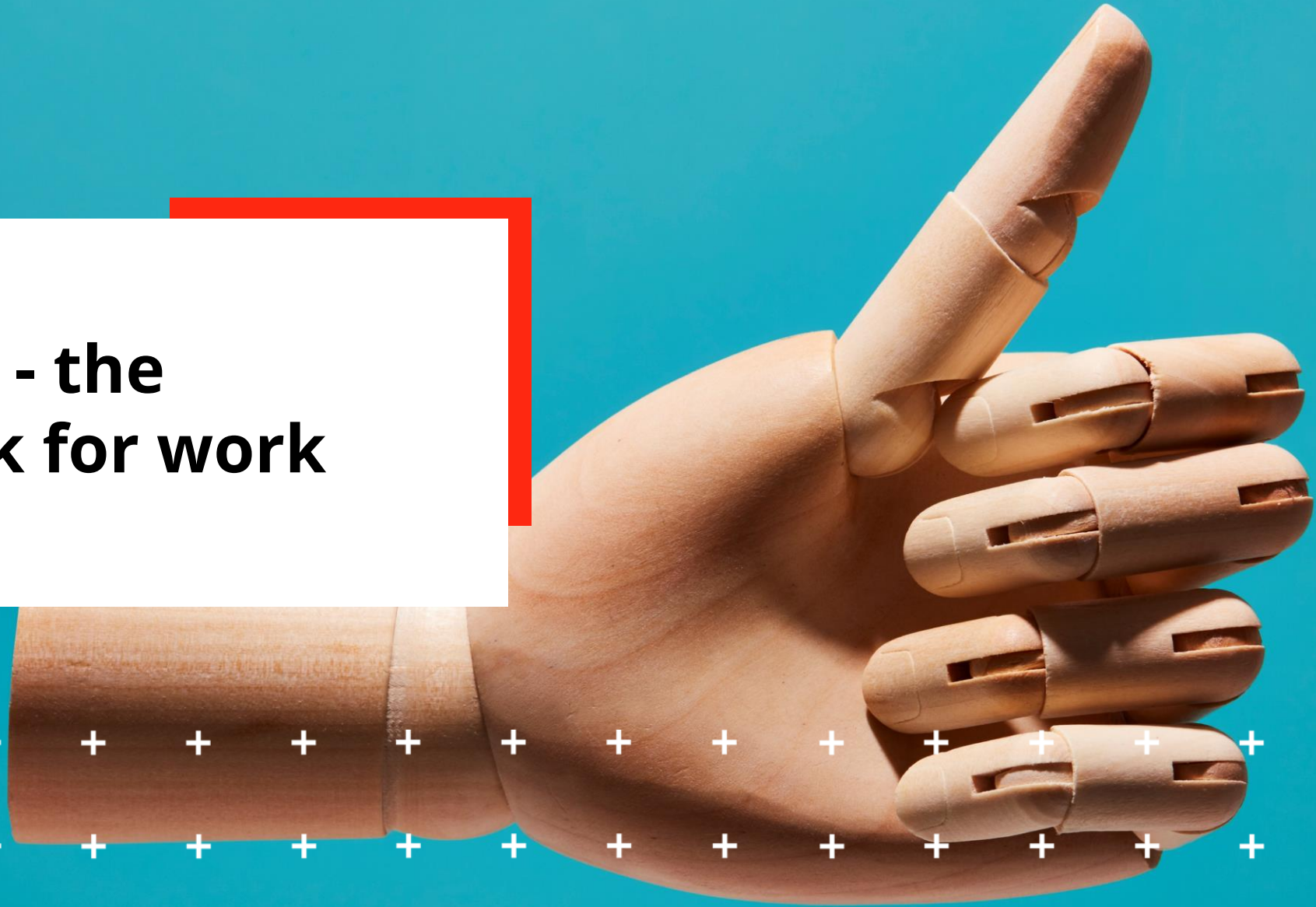
Things to keep locked down



Things to consider



LinkedIn - the Facebook for work





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○ Staying private on LinkedIn



Helpful boosters that others sometimes miss





Thank you!



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