**Digital footprint**

In today’s digital age, nearly everyone has an online presence. Whether it’s posting on social media, shopping online, or searching for information, every action we take on the internet leaves a trace of data behind – this is known as our digital footprint.

Your digital footprint is essentially the trail of information that you leave behind as you use the internet. It includes all of the online activities you engage in, from browsing the web to sharing photos with friends on social media. Even when you delete something online, there’s a chance it can still be traced back to you. This can be because the information was already collected and stored by someone else, or because of digital archiving.

Your digital footprint is a reflection of your online identity, and it can say a lot about you. Potential employers, schools, and other organizations may use your digital footprint to evaluate your character, skills, and habits. Studies have shown that around 70% of employers use social media to screen job candidates. This means that your digital footprint can have a significant impact on your personal and professional life.