

**Previously – What Aryan, Priya & Naman Have Learned So Far**

**Ch.1:** Aryan lost ₹14,000 in a UPI hack — fixed with strong passwords & 2FA. | **Ch.2:** Naman discovered he was tracked by cookies and ad networks — learned to manage digital privacy. Now in **Chapter 3**, they meet Kavya from Shimla, HP — who is about to learn the hardest lesson yet: what you post online can follow you forever.

**Chapter 3 – Social Media, Online Reputation & Long-Term Impact****Key Terms****Digital Footprint**

Everything you do online leaves a mark — posts, likes, comments, searches. It **never fully disappears**, even if you delete it.

**Password Manager**

An app that stores & generates unique passwords — included here as a reminder that your **social media accounts** need unique passwords too.

**Digital Responsibility**

Thinking carefully before you post. Ask: "Would I be okay if my teacher or future employer saw this?"

**Breaking Story – Read This First!****THE HIMACHAL HERALD**

Monday, 9th March 2026 · Youth &amp; Digital Life Edition

△ SPECIAL REPORT: SHIMLA STUDENT'S OLD POST COSTS HER COLLEGE SCHOLARSHIP △

**CLASS 12 STUDENT FROM SHIMLA LOSES NIT SCHOLARSHIP AFTER COLLEGE FINDS 3-YEAR-OLD SOCIAL MEDIA POST***By Our Education Correspondent, Shimla, HP*

Kavya Sharma, a Class 12 student from Shimla, received a provisional scholarship offer from a prestigious NIT — only to have it withdrawn two weeks later. The admissions committee found a post Kavya had made three years ago at age 14 — mocking comments about a classmate.

"I had completely forgotten about it," said Kavya. "I was 14. I tried to delete it but they had already taken screenshots."

**How colleges check:** Universities now run social media audits — searching Instagram, Facebook, X, and YouTube. Posts from years ago are found via Google's cache and archive tools.

**What experts say:** "Students think deleting a post makes it gone. It does not. Screenshots and the Wayback Machine preserve posts indefinitely." — Dr. Rajeev Thakur, IIT Mandi, HP

△ A post made at age 14 can close a door at age 18. Your digital footprint is your permanent record.

**Pause & Think!**

Kavya's post was made in **Class 9** — she was 14. By the time it mattered, she was 18 and had completely forgotten it existed. This is the most important thing to understand: **you are always creating your future reputation, even when you are not thinking about it.** Every post you make today is a permanent entry in your digital record. The question is not whether it will be found — it is what it will say about you when it is.

**Read & Reflect****After Reading Kavya's Story****RQ1.**

Kavya posted that comment at age 14. She is now 18. Do you think it is fair that a 3-year-old post affected her future? Give one reason for your answer.









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**RQ2.**

The article says colleges now search candidates on Instagram and YouTube. Did you know this happens? Does it change how you think about your own posts? Yes / No — and why?

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## 🔍 What Exactly Is a Digital Footprint?

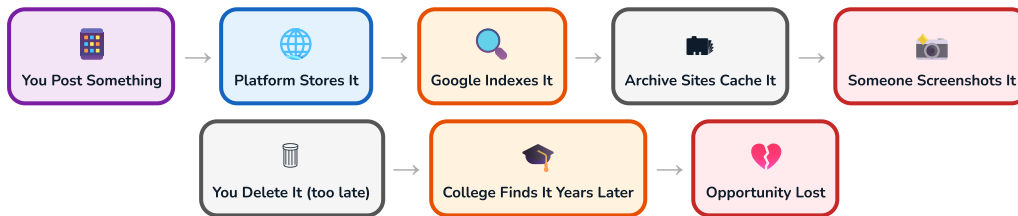
 <p><b>Comments &amp; Posts</b> Opinions, jokes, arguments — stored on servers indefinitely</p>	 <p><b>Photos &amp; Videos</b> Your face, location, friends — tagged and stored forever</p>	 <p><b>Check-ins &amp; Tags</b> Where you were, who you were with, at what time</p>	 <p><b>Gaming &amp; Forums</b> Username history, posts in gaming chats and Discord</p>
 <p><b>Likes &amp; Reactions</b> What content you support and what groups you engage with</p>	 <p><b>Search History</b> What you looked for, when, and how often</p>	 <p><b>Friends &amp; Follows</b> Who you associate with — affects perceived character</p>	 <p><b>Chats &amp; Forwards</b> WhatsApp forwards, group chats — screenshots travel</p>

### 💡 Pause & Think!

Your footprint has two types. An **Active Footprint** is what you post yourself. A **Passive Footprint** is created about you — tagged photos, app data, check-ins. You cannot always control your passive footprint — but you **CAN** control what you actively post. That is where your power lies.

## 📦 How One Post Travels – The Full Journey

Aryan draws this for Kavya. Follow what happens the moment you press "Post."



## 📰 It Has Already Happened in India

📍 Bengaluru, 2023

A Class 12 student's WhatsApp status mocking a neighbour went viral. The family received formal complaints. The student's father lost his job.

📍 HP, 2024

A student from Solan posted a meme about a local politician using their school's name. The school received a legal notice.

📍 Delhi, 2024 ✓

A Class 11 student posted about environmental issues, tagging the Delhi govt. She was invited to a Youth Climate event.

### 🔴 Let's Assume – A Data Interpretation Exercise

The numbers below are figures discussed in various studies on social media and employment. For this activity, **treat them as assumptions** to explore what they might mean — not as verified facts.

**68%**

of universities may check applicants on social media before final admission

**54%**

of employers may check candidates' social media before hiring

**3 yrs**

estimated average age of posts found during college background checks

**1 in 5**

students may have had a friend's screenshot of their post shared without permission

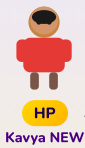
### 🔴 Pause & Reflect

#### What Do These Numbers Mean for You?

<p><b>Q1.</b> Looking at all four figures — which one surprises you the most, and why?</p> <div style="border: 1px dashed gray; height: 30px; width: 100%;"></div>	<p><b>Q2.</b> The "1 in 5" figure is about screenshots shared without permission. Has something like this ever happened to you or someone you know?</p> <div style="border: 1px dashed gray; height: 30px; width: 100%;"></div>
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## Story – Kavya Meets the Cyber Safety Ambassadors

### Scene 1 – School Canteen, Rohini, Delhi · Kavya Has Just Arrived as a Transfer Student from Shimla



Aryan bhai... I lost my NIT scholarship. They found an old post I made in Class 9. I mocked a classmate. I forgot it even existed.  
*\*starts crying\**



Kavya, I know how it feels — in Ch.1 I lost ₹14,000. But **you can rebuild**. Let me explain what happened and how to protect yourself going forward.



In Chapter 2 we learned that **data never disappears**. Your posts are data too. Platforms, Google, and archive sites store everything — even deleted posts.



Yaar, I thought only cookies and apps tracked us! But this is different — **WE are tracking ourselves** by posting without thinking! Like leaving footprints in wet cement... it dries and becomes permanent!

**Pause & Think!**  
 Notice what each character brings to the conversation. Aryan connects it to his own loss in Chapter 1 — he doesn't lecture, he shares. Priya connects it to Chapter 2's data lesson. Naman uses a metaphor: *"footprints in wet cement."* This is the key insight — your posts don't disappear when you move on. They **harden** into something permanent. The cement dries. And whoever walks past later will always be able to see where you stepped.

### Activity 1

#### Kavya's Story – Your Reaction

##### Q1a.

Naman says: *"We are tracking ourselves."* What does he mean? Explain in your own words.

##### Q1b.

Kavya deleted her post — yet it was still found. Tick ALL the ways a deleted post can still be discovered:

- Someone took a screenshot before you deleted it
- Google's cache stores a copy of the page
- The Wayback Machine (web.archive.org) saved it automatically
- It disappears completely — deleted means deleted forever

#### Quick Vocabulary Check – Match the Term to Its Meaning

##### TERMS (write letter next to number)

- 1 Digital Footprint
- 2 Oversharing
- 3 Online Reputation
- 4 Digital Responsibility

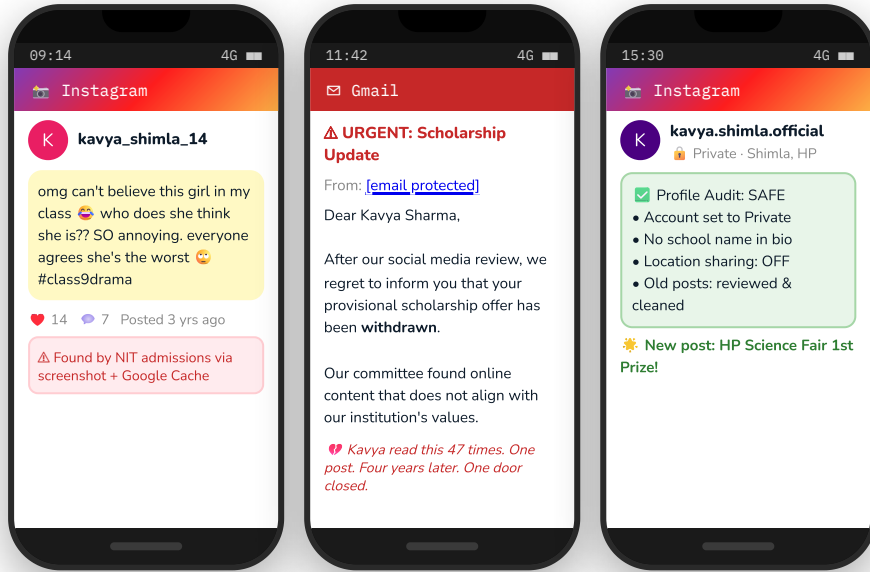
##### MEANINGS

- B. The trail of everything you do online — posts, likes, searches, tags
- C. Thinking before you post — asking if your teacher or employer would be comfortable seeing it
- D. Sharing personal details like address, school, or family info that strangers could misuse
- E. What colleges and employers find when they search your name online

Answers: 1–B, 2–D, 3–E, 4–C

## What Kavya's Phone Showed – Three Moments That Changed Her Life

Screen 1 is what Kavya posted at age 14. Screen 2 is the scholarship withdrawal email. Screen 3 is her clean new profile after Aryan and Priya helped her fix it.



Screen 1:  
The Post at Age 14

Screen 2:  
The Withdrawal Email

Screen 3:  
New Clean Profile ✓



### Pause & Think!

Look at Screen 1 carefully. Kavya's post seems small — a joke about a classmate. But notice what it actually did: **named a real person, called her "the worst," and invited public agreement.** Screen 3 shows what a safe profile looks like — private, no location, no school name, positive achievements visible. You will build yours in Activity 3.

### Activity 2

#### Analyse the Three Screens

##### Q2a.

Look at Screen 1. List TWO specific things about Kavya's post that made it harmful — not just "it was mean." Give a reason for each:

What was harmful?	Why does this matter?
1.	<input type="text"/>
2.	<input type="text"/>

##### Q2b.

Screen 3 shows Kavya's new safe profile. Pick TWO changes she made and explain why each one protects her reputation:

##### Q2c.

Screen 2 is the scholarship withdrawal email. Kavya received this **four years** after the original post. Why does a long time gap between the post and the consequence make cyberbullying and careless posting especially dangerous — compared to saying something hurtful face-to-face?

##### Q2d.

Look at all three screens together as a story: Post → Email → New Profile. Kavya's story had a second chapter — she rebuilt. What are TWO things she did differently in Screen 3 that show she learned from her mistake? And what is one thing *you* could do today to start building your own "Screen 3 profile"?

Two things Kavya did differently:

One thing I will do today:

**Activity 3**

**Your Own Digital Footprint Audit – Be Honest!**

Priya gives Kavya a checklist. Now do it yourself. Think honestly about your own accounts — Instagram, WhatsApp Status, YouTube, gaming profiles.

**Q3a.**

For each platform, tick the current status of your account:

Platform	Public	Private	Real name visible?	School/location in bio?
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WhatsApp Status	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube / Gaming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q3b.**

Think about your posts from the last 2 years. Tick honestly — then write ONE action you will take for each you answered Yes:

Risky Content Type	Yes	No	Action I will take
Mocking or making fun of a person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
My home address / exact location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Photos of school uniform / ID card	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Angry rants or abusive language	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Forwarding unverified news / rumours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>

**Pause & Think!**  
 Completing Q3b honestly is not about feeling guilty — it is about being aware. Kavya didn't know her post still existed until it was too late. The next time you are about to post something, ask yourself: "Would I be okay if this is the first thing a college sees about me in 4 years?" If the answer is No — don't post it.

**What Can a Negative Digital Footprint Cost You?**

**College Rejection**  
 Offensive posts can lead to admission withdrawal — exactly like Kavya's case.

**Not Hired**  
 Employers search candidates before hiring. Posts with harassment are top reasons for rejection.

**Legal Trouble**  
 Under IPC 499/500, posting false damaging content can lead to police complaints — even for minors.

**Pause & Think!**  
 Look at the three consequence cards again. Notice that they are not just about *you* — they affect **real people around you** too. College rejection affects your family. Legal trouble affects your parents. And the person you mocked in a post? They carry the hurt of that post long after you forgot you made it. Kavya hurt a classmate. That classmate did not choose to be part of Kavya's digital footprint — but she was. Before you post something about or involving another person, ask: **did they consent to being part of my digital story?**

**Quick Reflection**

**The Cost Is Real – For Everyone**

**Q.**  
 Of the three consequences — College Rejection, Not Hired, or Legal Trouble — which one do you think most students your age are *least* aware of, and why? What would need to change for students to take it seriously before it is too late?

## Story – Priya Teaches the THINK Rule

### Scene 2 – The Next Day · Kavya Is About to Post an Angry Reply to a Classmate's Comment



Kavya

Priya, someone in my class just posted something wrong about me. I'm so angry. I want to reply publicly and expose them right now! 🗨️

**STOP, Kavya.** Before you post anything in anger — use the **THINK Rule**. It takes 30 seconds and it has saved me so many times. Ask yourself five questions first. Every. Single. Time.



Priya

## Priya's THINK Rule – Ask This Before Every Post

**T**

**TRUE?**

Is what I am posting actually true and verified?

**H**

**HELPFUL?**

Does this help anyone, or am I just venting anger?

**I**

**INSPIRING?**

Would someone feel good or worse after reading this?

**N**

**NECESSARY?**

Does this need to be public — or can it stay private?

**K**

**KIND?**

Would I say this to the person's face, or hiding behind a screen?

If the answer to ANY of these is **NO** — Don't post it. Save as draft. Sleep on it. Delete it tomorrow.



### Pause & Think!

The THINK Rule is not about silencing yourself. You have every right to express yourself and enjoy social media. The THINK Rule simply asks you to be **intentional** — to post because you chose to, not because you were angry or impulsive. Online, you are the author of your own story. Write it carefully.

## Activity 4

### Apply the THINK Rule – HP Situations

Read each situation. Write which THINK questions it fails (T/H/I/N/K), tick Safe or Risky, and write what the person should do instead.

Situation	THINK fails?	Safe <input checked="" type="checkbox"/> Risky <input type="checkbox"/>	What should they do?
Rohan, Mandi HP — wants to post: "Our captain is useless and dragged us all down. #WorstCaptainEver"	<input type="text"/>	<input type="checkbox"/> S <input type="checkbox"/> R	<input type="text"/>
Simran, Dharamshala HP — posts science fair win with full name, school name, class and home district visible	<input type="text"/>	<input type="checkbox"/> S <input type="checkbox"/> R	<input type="text"/>
Deepak, Kullu HP — posts photo of garbage near a stream (no people), tags municipal authority: "#KulluClean"	<input type="text"/>	<input type="checkbox"/> S <input type="checkbox"/> R	<input type="text"/>
Meena, Solan HP — forwards unverified WhatsApp message saying a local teacher was arrested. Adds: "OMG so shocking 🤯"	<input type="text"/>	<input type="checkbox"/> S <input type="checkbox"/> R	<input type="text"/>

## Reflect

### One Step Further – The THINK Rule in Your Own Life

#### Q4a.

Think of one post, message, or forward you have sent in the last 6 months. Run it through the THINK Rule now. Which questions does it pass? Which, if any, does it fail? Be honest — this is for your eyes only:

#### Q4b.

Situation C (Deepak's stream post) **PASSES** all five THINK questions — it is a model of responsible posting. What specifically makes it pass each of the five? Fill in briefly:

T — True?

H — Helpful?

I — Inspiring?

N — Necessary?

K — Kind?

## 🌟 Flipping the Story – Building a POSITIVE Digital Footprint

Aryan tells Kavya: "A digital footprint doesn't have to be a threat. If managed well, it becomes your biggest asset."



### POSITIVE Footprint Looks Like...

- ✓ Posting about your skills, projects, achievements
- ✓ Sharing local issues thoughtfully (like Deepak in Activity 4)
- ✓ Commenting respectfully, even when you disagree
- ✓ Showing community involvement — NSS, sports, competitions
- ✓ Keeping personal information limited and accounts private



### NEGATIVE Footprint Looks Like...

- ✗ Mocking classmates, teachers, or community members
- ✗ Posting school uniform, ID card, or home address
- ✗ Forwarding unverified news or rumours in group chats
- ✗ Angry public rants about people or institutions
- ✗ Oversharing family problems or personal struggles publicly

### 📍 Scene 3 – Three Months Later · Kavya Has a New Online Identity



Kavya

I applied to a different college. This time I Googled myself first — like Priya taught me. My profile showed my science fair win and my blog about HP mountain conservation. They called it "impressive digital citizenship." I got in. 🎉

That's the lesson, Kavya. Ch.1 = protect your account. Ch.2 = protect your data. Ch.3 = protect your reputation. Your digital footprint is also your digital portfolio. Build it with intention.



Aryan

**💡 Pause & Think!**  
 Kavya's story had two chapters: the chapter where she lost something, and the chapter where she rebuilt. Notice that Aryan's exact words were: "Your digital footprint is also your digital portfolio." This means every post you make is either adding to your portfolio or subtracting from it. The Delhi student who tagged the government and got invited to speak — she was building her portfolio without even realising it. You can do the same. The question is: what story is your current profile telling?

### Activity 5

#### 🎮 Post Sort – Digital Footprint Edition

Aryan found these 8 post types from students across HP and Delhi. Sort each numbered post into the correct zone.

- 1 "I failed, teachers here can't teach"
- 2 Science fair photo (no personal details)
- 3 Forwarding unverified news in class group
- 4 Blog about Spiti Valley trek with tips
- 5 Photo at home — full address visible
- 6 NSS drive in Kullu — tagged authority
- 7 Angry reply to classmate at 1am
- 8 Sharing own artwork with proud caption

#### ✓ Positive Footprint

Write post numbers here...

#### ⚠️ Risky / Negative

Write post numbers here...

**Q5a.**  
 Post #4 (Spiti blog) and #6 (NSS drive) are both positive — why are they *especially* powerful for a student's reputation? Give one reason for each:

**Q5b.**  
 Post #7 — an angry reply to a classmate's comment at 1am — is in the risky zone. Apart from the content being negative, why does the *time* (1am) also matter for how it is perceived? What does it suggest about the person posting it?

## 🔍 Deep Analysis – Two Cases from India

Priya shares two cases with the group. Read carefully and answer the questions.

### 📄 Case A – "The Screenshot That Travelled" (Mandi, HP)

Vikram, a Class 11 student from Mandi, HP, made a private WhatsApp group called "Friends Only" and vented about his principal using very strong language. He trusted his 14 friends. One took a screenshot and forwarded it. Within 48 hours it reached the principal, the district education officer, and Vikram's parents. He was suspended for a week and received a formal warning on his academic record — which later cost him a state merit scholarship.

Message sent to  
14 "trusted" friends

Screenshot reached  
100+ people in 48 hrs

Cost him  
Scholarship + conduct record

### 💡 Pause & Think!

Vikram's case teaches us something important: **there is no truly private digital space**. Even a message sent to 14 trusted friends is one screenshot away from becoming public. In close-knit communities — where everyone knows everyone — this risk is even greater. Before you send anything digital, ask yourself: *"Would I be comfortable if every person I know saw this?"*

### 🎯 Challenge Activity A

#### Analyse Vikram's Case

##### CA1.

Vikram believed his message was private because it was in a "Friends Only" group. Identify **THREE** things he got wrong about digital privacy:

Wrong assumption 1:

Wrong assumption 2:

Wrong assumption 3:

##### CA2.

The person who screenshotted and shared Vikram's message was one of his 14 trusted friends. Build arguments for **BOTH** sides — then give your own judgement:

It was wrong:

It was justified:

My judgement:

##### CA3.

If Vikram had used the THINK Rule before sending his message, which of the 5 questions (T/H/I/N/K) would have stopped him? Explain why:

### ⚖️ Indian Laws That Apply to Online Misconduct

#### IPC Sec 499 & 500

Defamation — posting false, damaging content about a person. The target can file a complaint.

#### IT Act Sec 66C

Identity theft / impersonation online. Up to 3 years imprisonment + ₹1 lakh fine.

#### IPC Sec 507

Criminal intimidation by anonymous communication. Up to 2 years imprisonment.

**Important:** "It was just a joke" is NOT a valid legal defence. The law looks at the impact on the victim — not just your intention.

### 🧐 Apply the Laws – Three Situations

Each situation below connects to one of the three laws in the banner above. Read each one and write which law applies and why. Use the law name (e.g. IPC 499/500).

#### Situation 1 — Vikram (Mandi, HP)

Vikram vented about his principal using very strong language in a "Friends Only" WhatsApp group. The message described the principal as dishonest and unfit for the role — none of it was verified. Which law above could apply, and why?

#### Situation 2 — Rohan (New student, Shimla)

After an argument at school, Rohan creates a fake Instagram account using a classmate's photo and school ID. He posts insulting edits under the classmate's name. Which law applies here — and why is this more serious than a regular hurtful post?

**Case B – "The Algorithm Made Me Famous – For the Wrong Reason" (Palampur, HP)**

Anjali, Class 12 from Palampur, HP, posted a 15-second funny video mocking the accent of students from a particular region of India. She thought it was harmless humour — it got 200 views in the first hour. A regional news account reposted it and it got 2 lakh views overnight. She received threats, her school was identified, and news channels ran her name. Her JEE counselling session was disrupted. Anjali deleted her account — but by then the video was on YouTube, Facebook, and WhatsApp groups across three states.

**Started with**  
200 views, 1 account

**Within 24 hours**  
2 lakh views, 3 states

**Cost her**  
JEE focus + public identity

**Challenge Activity B**

**Analyse Anjali's Case**

**CB1.**  
Anjali's video went from 200 to 2 lakh views because of algorithmic amplification. Based on what you learned in Chapter 2 about how platforms track users — why do algorithms spread "controversial" content faster than normal posts?

.....

**CB2.**  
Anjali told her friend: "It was just a joke. I wasn't targeting anyone." Do you agree this is a valid defence? Give ONE argument for each side, then your own position:

**It was just a joke:**

.....

**Intent doesn't erase impact:**

.....

**My position:**

.....

**Pause & Think!**  
Anjali's case adds something new: the **algorithm factor**. In Chapter 2 you learned that platforms track your behaviour and show you targeted content. The same system works in reverse — when you post something "controversial," the algorithm shows it to *more* people, faster. This means that a single careless post can travel far beyond your followers without anyone intentionally sharing it. **You don't control who sees it. The algorithm does.**

**Activity 6**

**Design Your Personal Digital Reputation Policy**

After studying Kavya, Vikram, and Anjali's cases — write your own rules for how you will behave online from today. Be specific and honest.

**What I will NOT post / share / forward:**

.....

**What I WILL post to build a positive footprint:**

.....

**How I will handle anger online (my rule):**

.....

**My privacy settings — what I will change today:**

.....

I commit to these rules from today. Sign: \_\_\_\_\_ Date: \_\_\_\_\_

**Creative Challenge – Be the Digital Reputation Ambassador!**

**Activity 7 – Creative Challenge**

**Design a "Think Before You Post" Campaign**

Kavya is presenting a digital safety session at her school in Shimla. Help design one campaign material. Choose Option A or Option B.

**Option A: Campaign Poster**

What is a Digital Footprint?	The THINK Rule (draw/write)
1 Consequence (Kavya / Vikram)	Your slogan for HP students

**Option B: Instagram Story Script (3 Slides)**

Slide 1 = Hook (shocking fact). Slide 2 = Kavya or Vikram's story in 15 words. Slide 3 = THINK Rule action step. Max 15 words + emoji per slide.

**Slide 1 (Hook):**

\_\_\_\_\_

**Slide 2 (The case):**

\_\_\_\_\_

**Slide 3 (THINK Rule action):**

\_\_\_\_\_

**Activity 8 – Final Reflection**

**What Will YOU Do Differently?**

**Q8a.**

Before starting this chapter, what did you think about your social media posts and your digital footprint? Has your thinking changed? Describe the shift in 2–3 sentences:

\_\_\_\_\_

**Q8b.**

Of all the characters in this chapter — Kavya, Aryan, Priya, Naman, Vikram — whose story affected you the most and why?

\_\_\_\_\_

**Q8c.**

Write ONE specific thing you will do TODAY as a result of this chapter. Be precise — not just "be careful online" but a real, concrete action:

\_\_\_\_\_

**Epilogue – Six Months Later**

**Kavya — Shimla, HP**

"I got into a good college. They said my profile showed 'digital responsibility.' That phrase made me laugh and cry at the same time."

**Aryan — Delhi**

"Ch.1 = passwords. Ch.2 = privacy. Ch.3 = reputation. Three chapters, one lesson: online, every action has a consequence."

**Priya — Delhi**

"I Googled myself and found something from Class 8. I spent a whole weekend on my digital audit. Uncomfortable — but necessary."

**Naman — Delhi**

"Maine cookies se bachna seekha. Data se bachna seekha. Ab khud se bachna seekh gaya!" (I learned to protect myself from myself!)

**Key Takeaways**



**Your Digital Footprint Is Permanent**

Every post, comment, like, and tag is stored. Deleting is not erasing. Think before you create anything online.



**Colleges & Employers Check Your Profile**

A post from Class 9 can close a door at Class 12. Your online profile is your first impression — before you even walk in.



**Use the THINK Rule Every Time**

Before posting: True, Helpful, Inspiring, Necessary, Kind? If any answer is No — save as draft and decide tomorrow.



**A Positive Footprint Is Your Asset**

Good posts about skills, community work, and values build a digital portfolio. Let it speak for you.

**Aryan, Priya, Naman & Kavya's Golden Rule**

"Google yourself before a college does. Audit your profile before an employer does. Apply the THINK Rule before you post. Your digital footprint is writing your future — make sure it tells the story you want told."

Because online, you are not just a user. You are an author. Every post is a sentence in the story of who you are.