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The Importance of Your Online Reputation by [Lenddo Article](#)

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There are over 27 million Filipinos on Facebook, and over 4 million on Twitter. No doubt, Filipinos love social media. But just how many of us know how to use it properly? Every day on our Facebook feeds, we see people who overshare (â€œIâ€™m now sitting on the dentistâ€™s chair!â€•), who are too a constant struggle!â€•) , too angry, or simply just too much!

Being on social media means managing your reputation too. Reputation is what other people think of you. People struggle each day to build a reputable character. With the help of the internet, building or devastating oneâ€™s reputation has become much easier. So how important is your online reputation?

â€¢ If you are looking for employment, recruiters, HR personnel or soon-to-be colleagues, will be going to the web to determine if you are fit for the job. If you have too many drunken photos, or angry status posts, they may think twice.

â€¢ Your potential dates may be Googling you, or looking you up on Facebook too!

â€¢ Some financial institutions, like Lenddo, use your online reputation to assess your credit worthiness.

For businesses

â€¢ Online reputation leads to new business opportunities.

â€¢ Your businessâ€™ online identity makes it easier for people to reach out to you.

â€¢ You can use your businessâ€™ online reputation to position your product and reach its target market effectively.

â€¢ Consumers nowadays count on online testimonials of other consumers. So if your product garners positive reviews, expect an increase in sales.

It is important for everyone to take their online presence and their online reputation seriously. One thing you must always keep in mind: Do not do or post things you may regret. On your next status message or picture upload, ask yourselfâ€™is this something I would write on a billboard along EDSA? Remember, the internet is a broadcasting tool, and it doesnâ€™t forget.

Lenddo is an online community that helps its members build their credibility, gain financial knowledge and get access to loans. How do you manage your online reputation? Let us know in the comments section!

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Lenddo is the world's first credit scoring service that uses your online social network to assess credit and provide a [personal finance](#) and a [housing loans](#).

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