

Applicant Data

Candidate	Has the person shared private information that could identify them, what information?	Would they be a suitable candidate for the football management scholarship award*, why?	Any conflicting information on this candidate?	Any undesirable information or images online?
Harriet Oak	DOB	No – dishonesty is not good in business	The meat dishes conflict with her stated veganism. The comment on Instagram suggests some dishonesty	Possible dishonesty
Harrison Cluelo	Used real photo but not full name so not identifiable.	Yes; has led successful campaigns, is a role model for others, fundraising for charity.	No	No
Fredrica French	Used real photo, full name full address, phone number and school.	She says that she hates football in the YouTube video but also tweeted about wanting the scholarship; this doesn't place her well. Does she just want the money?	Yes, regarding football	Not a strong candidate
Janey Brown	No information at all	No information at all	No information at all	No information at all

*Halliwell FC will be giving one student money to fund their further study in football business management. Candidates need to have an interest in this area.

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Casey Album	Used an avatar and no identifying details	Yes – has an interest in football. Is competitive; cycling award and does volunteer work.	No	No
Verity Lowe	No identifying details but the photos are not good.	No – due to the photos even though she is interested in football and fitness.	The photos conflict with the information that she has given about herself	Yes – underage drinking, possibly smoking doesn't give a good impression.
Sam Spearhead	Used real photo but not real name etc	Nothing about football or business interests so doesn't stand out from her digital footprint as being ideal.	No	No
Derren Flint	Used real photo and full name	Runs a business already so could be ideal but the blog lets him down	The negatives outweigh the positives; other candidates are stronger.	Inappropriate videos on his blog and pictures posted by others

Based on the digital footprint information, who should be offered a place on the course? Who gets the scholarship?

See next page once you have decided.



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Casey or Harrison look the most suitable going on digital footprint alone.