

PERSONAL FORM

Form to fill in before recording the video "real case scenario" with the requested information. This information must be reported in the video and will also be used for training in Croatia during which the case of one of the two persons will be analysed.

Name of the person	Borna Knežević
Title of the Video	<i>real case scenario</i>
Thematic area (please select one option)	<ul style="list-style-type: none">• Creating or improving a good Social Digital identity for the e-enterprise. <p>What would you like to be created for your business? (Choose at least 4 options)</p> <ul style="list-style-type: none">• <u>Web site</u>• E- commerce site• <u>Facebook page and Instagram Page</u>• <u>Twitter page</u>• LinkedIn profile• Pinterest• <u>YouTube</u>• Web Ticket system• Other: _____ _____ _____ <ul style="list-style-type: none">• Creating or improving a Strategy for monitoring and maintaining the Social Digital Identity <p>(They will use tools such as google alerts, google analytics, TweetReach, facebook</p>

	analytics, youtube analytics, HowSociable, tweetdeck, hootsuite, Google AdWords, etc.)
City and address	<i>Zagreb Selska 8</i>
Vision	<i>I believe that having any form of a digital identity in today's day and age is necessary to expand your viewership and that maintaining your personal information on the internet is important.</i>
Why do you intend to participate in the project?	<i>Because I was offered a chance to participate, so I decided to give it a shot.</i>
Please, describe when, why and how you start creating your digital identity	It was in 8th grade, when I made Facebook. Before that I had hardly any form of a digital presence. I used Facebook every now and then, but not that often. Later in my first year of high school, I made an Instagram account, which I do still use to this day, but I only make occasional posts.
Describe your Digital Identity (if have): what and how you use social media	<p><i>What do you use? Please write URL pages</i></p> <ul style="list-style-type: none"> • Web site: _____ • E- commerce site: _____ • Facebook page: __ https://www.facebook.com/Borna_Knežević/ • Instagram Page: __ https://www.instagram.com/mr_jaws32/ • Twitter page: _____ • Linkedin profile: _____

	<ul style="list-style-type: none"> • Other: _____ _____ <p><i>How do you use them? Either for school or just some personal activities. I do not actively use Facebook that much, but I do use Instagram for posting every now and then.</i></p>
<p>Is there any weakness of your social media usage that you would like to point out? Which ones?</p>	<p>Low attentiveness when browsing social media and occasionally forgetting my passwords.</p>
<p>Is there any aspect of your social media usage that you would like to improve? Which ones?</p>	<p>My low attentiveness and forgetting passwords.</p>