

## **Conceptualization of digital identity as an informational competence in the context of family farming**

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**Abstract:** Current informational competences have been reoriented towards a more social perspective, trying to address new dynamics of participation and content creation in the new digital media. The development and management of an adequate Digital Identity must be understood as an indispensable informational competence in today's digital presence. The concept of Digital Identity is presented as a necessary competence in the economic field of Family Farming, a developing industry, with characteristics marked by progressive automation and greater visibility in the social and economic field. Good practices and useful platforms are proposed for Digital Identity and Online Reputation Management in this sector, especially oriented to entrepreneurs and start-ups.

**Keywords:** Digital identity. Online reputation. Informational skills. Digital skills. Family farming.

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