



Social Media Audit

Use this checklist as a resource for you to review all social media network profiles to ensure what is available about you electronically is presenting a professional and job-ready image of you!

1. Where are you online? Locate all social media profiles

- Which networks do you use, including those outside the big 4 (Facebook, Twitter, LinkedIn, Google+).
- Others to consider: Instagram, Snapchat, Pinterest, YouTube, Tumblr, etc.
 - Even if it “disappears,” think about if a picture etc. can be taken of the post.
- Make a comprehensive list of the network type, URL, Profile Name, and last Activity Date. Keep this in an excel sheet for easy access.
- Are all actively used or do you need to disable?

2. Examine all social media profiles

- What are your goals for using each site?
- Review all details
- Look for consistency between each site

3. Check for Completion and Consistency

- Ask yourself: What does each site say about you?
- Solicit someone else’s opinion about each of your sites.
- Ask yourself: Is the site helpful or harmful to your professional brand?
- **With each site:**
 - Examine your profile for accuracy and thoroughness
 - Check tone of your profile
 - Are your URLs uniform?
 - Review all pictures, posts etc. for harmful information
 - Carefully examine privacy settings

4. Goals to Achieve Professional Online Image

- Google your name and examine the results. Make note of anything that belongs to someone else with your name.
- Review dropbox and other sites
- Set parameters on what you should post and what others can post of you
- Reflect on how each social media site can be a job networking tool as well as a personal outlet.

