

Digital Reputation Checklist



- Consider your online presence your digital resume for life**
Search your name on multiple search engines (including images, videos, and other categories). Ask yourself: does this content represent me?
- Cleanse your social media accounts regularly**
When it comes to unwanted posts, photos, and videos: untag, archive, or delete.
- Curate your community**
Review who you follow and who follows you, and be selective. Unfollow or block people and groups you no longer want to associate with.
- Choose your privacy and geolocation settings**
Determine what you want to be public or private, whether that means individual posts or your whole account.
- Keep your personal life private**
Be very cautious about who you trust when sharing information about yourself, personal photos and videos, or other identifying details.
- Accentuate the positive**
Create and interact with content that makes you feel good. Consider doing the same for others by posting uplifting stories, comments, and videos.
- Share your life appropriately**
People often treat social media as a highlight reel of their life and what you see is not the full picture. Be true to yourself when posting your own content.