

Digital Reputation Checklist



☐ **Look up your name online**

Your online presence can last longer than you expect. Search your name on multiple search engines, including images and videos, and ask yourself: does this content represent you?

☐ **Check what AI knows about you**

Try asking an AI tool what it knows about you. If you find inaccurate or unwanted content, ask for it be removed.

☐ **Review and ‘clean up’ your social media accounts regularly**

Untag, archive, and delete unwanted posts, photos, and videos that no longer represent you.

☐ **Curate your digital community**

Review who you follow and who follows you. Unfollow or block people and groups you no longer want to connect with.

☐ **Choose your your privacy and location settings**

Determine what you want to be public or private, whether that means individual posts or your whole account. When in doubt, choose private.

☐ **Keep your personal life private**

Be cautious about sharing information about yourself, personal photos and videos, or other identifying information.

☐ **Highlight the positive**

Share, create, and interact with content that makes you feel good. Do the same for others by posting positive and respectful stories, comments, and videos.

☐ **Share your life thoughtfully**

Remember that social media often shows only the highlights of people’s lives. Don’t feel pressure to compete with what you see online. Share content that reflects who you are and what matters to you.