



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.