

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.