## Online Image Self-Audit Form

### Google Yourself

Have you used a search engine to see what information is available about you online?
- Sometimes
- Regularly
- Never

If you have, were you comfortable with what you found?
- Yes
- No

### Personal Information

If you have your own website or blog, would you be comfortable if everyone read its content?
- Yes
- No
- I don’t know

Do you have any of the following posted online?
- Phone number(s)
- Address
- Schedule(s)

Do you use a different password for each of your online accounts and do you keep them private?
- Yes
- No

### Social Media

Do you utilize any online sites including Facebook, Twitter, Youtube, Instagram, Pinterest, LinkedIn, etc.?
- Yes
- No

Have you ever discussed a company, interview, previous/current job, etc. on your blog or social media?
- Yes
- No
- I don’t know

For each site, would you be comfortable if an employer were to see your:
- Photos
- Retweets
- Likes
- Posts
- Friend’s comments
- Tagged Photos/ Videos
- Pins
- Boards

### Email

The email address you use on your resume is:
- Professional
- Unprofessional

Do you know what happens to your Drury email upon graduation?
- Yes
- No
**Cell Phone**

Do you have voicemail or an answering machine?
- Yes  
- No

Is your message:
- Professional  
- Unprofessional

Are you able to leave your phone alone while you wait for an appointment?
- Yes  
- No

**Criminal History**

Do you have any type of criminal history? (i.e. DWI, MIP, theft, traffic offense, etc.)
- Yes  
- No  
- I don’t know

If yes, do you know how this might impact your future career?
- Yes  
- No  
- I don’t know

**Credit Information**

Do you have any credit?
- Yes  
- No  
- I don’t know

If yes, do you know your credit score?
- Yes  
- No  
- I don’t know

Do you know how your credit history might impact your future career?
- Yes  
- No  
- I don’t know

**LinkedIn**

Do you have a LinkedIn profile?
- Yes  
- No

If yes, is your profile up-to-date?
- Yes  
- No

Does it include your current contact information?
- Yes  
- No

**Language**

Do you use texting abbreviations or emoticons when corresponding with an employer, professor, or graduate school?
- Yes  
- No

**Watch what you post:**

48% of hiring managers who screen candidates via social networks said they’ve found information that caused them not to hire a candidate such as inappropriate photos, drinking or drug use, bad-mouthing previous company or fellow employee, poor communication skills, discriminatory comments related to race, religion, gender, etc., or inappropriate posts, photos, or comments by friends.

92% of recruiters use or plan to begin using social networks/social media for recruiting.

**Action Plan:**

Based on your responses, are you comfortable with the image you are projecting?
- Yes  
- No

If you answered “No,” what steps might you take to decrease your digital dirt?

If you answered “Yes,” what steps might you take to continue a positive web presence?