

# CAREER PLANNING & DEVELOPMENT

## 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 or Unprofessional

Do you know what happens to your Drury email upon graduation?

Yes No

### What is digital dirt?

A negative online reputation; something negative connected to your name online that others can easily find: i.e. drunken pictures, extreme rants on message boards, complaints from exes, or talking smack about your boss. Extreme digital dirt is a digital dealbreaker.

- UrbanDictionary.com

# 54%

of recruiters have had a poor impression of candidates who used poor spelling or grammar in posts and tweets.

# 37%

of employers use Facebook to pre-screen applicants

# Profile Picture

A professional looking photo is best to use on your social media accounts when job searching.

# 89%

of recruiters have made a hire through LinkedIn.

## Cell Phone

Do you have voicemail or an answering machine?

Yes No

Is your message:

Professional or 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?

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

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