With so many employers and potential networking contacts utilizing social networking sites, it is important to evaluate how your image is portrayed online. Regular evaluations of your social networking profiles will ensure that your e-image represents you in a positive manner (see Ready Reference D-15 on Managing Your E-Image for more information). Use the Personal Internet Presence Job Seeker Self-Audit to evaluate your e-image on a regular basis.

**Personal Internet Presence Job Seeker Self-Audit**

**Returned to Sender**

What is the e-mail address you use on your resume? ______________________________________________ 

This e-mail is:    □ Permanent □ Expires in the (near) future    In your opinion, this address is:    □ Professional □ Funny

**Google Yourself**

Do you belong to a social networking site (e.g. Facebook, LinkedIn, etc.)    □ Yes □ No

For each site you belong to, would you be comfortable if an employer were to see your . . .

- **Profile?** □ Definitely □ Give me a half-hour □ Employers check Facebook?!?
- **Pictures?** □ Definitely □ Give me a half-hour □ Employers check Facebook?!?
- **Groups?** □ Definitely □ Give me a half-hour □ Employers check Facebook?!?
- **Friends’ Comments?** □ Definitely □ Give me a half-hour □ Employers check Facebook?!?
- **Friends’ Profiles?** □ Definitely □ Give me a half-hour □ Employers check Facebook?!?

**Pssst . . . Want a Resume?**

Do you have a resume posted on any of these career websites:

□ OSU HIRE System □ Monster.com □ Other: ______________________________________________

For each place that you have it posted, are you familiar and comfortable with the site’s privacy policy? □ Yes □ No □ I don’t know

If you answered “No,” circle the sites for which you are unfamiliar with the privacy policy.

Has your resume been posted on the internet by your academic department? □ Yes □ No □ I don’t know

Do you belong to any student organizations or other groups? ______________________________________

Have any of these groups posted your resume on their sites? □ Yes □ No □ I don’t know

If you answered “Yes” or “I don’t know,” circle those organizations.

If your resume is posted on the internet do you . . .

- Know when the resume will be removed from the site(s)? □ Yes □ No

  If you answered “No,” note that above where relevant.

- Do you have all of your contact information included? □ Yes □ No

  If you answered “Yes,” note that above where relevant.

**You Are What You Type**

If you have your own website or blog, would you be comfortable if a potential employer read its content? □ Yes □ No

Have you ever discussed a company, interview, job, etc. on your blog or web site? □ Yes □ No

Do you follow the “if you wouldn’t want to read it on the front page of a newspaper, don’t put it in an e-mail” rule? □ Yes □ No
Action Plan

Based on your answers above, are you comfortable with the image of yourself that you are projecting through the internet?

☐ Yes  ☐ No

If you answered “No,” what steps do you plan to take to increase your level of comfort with your personal internet presence?

If you answered “Yes,” think about what strategic steps you may be interested in taking to improve your internet presence.

Consider:

a. Areas where you have identified potential problems (Google, social networking sites, etc.)

b. What you can fix immediately and what will take some research

c. What may take ongoing maintenance

Goals & Steps

1. ________________________________________________________________________________________________
   ________________________________________________________________________________________________
   ________________________________________________________________________________________________
   ________________________________________________________________________________________________

2. ________________________________________________________________________________________________
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3. ________________________________________________________________________________________________
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4. ________________________________________________________________________________________________
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