



# DIGITAL HEALTH CHECK

**Don't let your digital footprint run away on you.  
Work your way through our checklist and get a  
step ahead of the competition.**

## **STEP 1: SOCIAL MEDIA OVERHAUL**

- Check privacy settings on all social media platforms**  
E.g. Facebook, Instagram, LinkedIn and Snapchat.
- Examine posts for damaging or unprofessional information**  
E.g. signs of alcohol abuse or excessive partying.
- Remove photos that portray undesirable qualities**  
E.g. derogatory hand signals or anti-social behaviour.
- Trawl comments, tags and mentions**  
E.g. delete negative comments and anything that could be taken out of context.
- Friends and followers**  
E.g. consider removing connections whose views could reflect poorly on you.

## **STEP 2: SEARCH ENGINE AUDIT**

- Search personal information on Google, Bing and Yahoo**  
E.g. Facebook, Instagram, LinkedIn and Snapchat.
- Ensure all information found is correct and up-to-date**
- Contact the source of any undesirable content found**  
E.g. request a correction or removal of the content.
- Other: Email and web service accounts**  
Create a professional email address and ensure all public profiles contain appropriate and positive content.

## **STEP 3: ENHANCE YOUR ONLINE REPUTATION**

- Create a LinkedIn page**
- Join industry message boards and engage constructively**

