



Ready Reference D-17

How to Self-Audit Your Internet Presence

Personal Internet Presence Job Seeker Self-Audit

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.

Returned to Sender

What is the email address you use on your resume? _____

This email 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? ☐ 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?

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 it is posted are you familiar and comfortable with the site's privacy policy? ☐ Yes ☐ No ☐ I don't know

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

If your resume is posted on the internet do you:

Know when the resume will be removed from the site?

Do you have all of your contact information included?

You Are What You Type

If you have your own website or blog would you be comfortable if a potential employer read its content?

Have you ever discussed a company, interview, job etc. on your blog or website?

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 email" rule?

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:

Areas where you have identified potential problems (google, social networking, etc.)

What you can fix immediately and what will take some research

What may take ongoing maintenance

Goals & Steps:

1. _____

2. _____

3. _____

4. _____

Adapted from Center for Career Opportunities, Purdue Univ. (www.cco.purdue.edu)