

Social Media Audit

Why is it important to do a social media audit?

Have you ever Googled yourself? You might be surprised what you see! Technology, and particularly social media, is evolving rapidly. Whether it is Google, Facebook, Instagram, LinkedIn, or even Tik Tok, all of your social platforms include a lot of information, photographs, and other details about you and your activities.

Ask yourself – do you want a prospective employer to see what is publicly available about you through your platforms? Now think about it from the opposite view, if you were an employer, would you have a positive view of you from an employment perspective given what you have posted online? Remember, it is a very competitive employment landscape, and you want to give yourself the best opportunity for success in your desired role.

This Social Media Audit has been designed to walk you through the process of reviewing your digital footprint.

Checklist

- Have you Googled your name and reviewed the results?
- Have you checked images of yourself via Google search and social media platforms?
- Have you reviewed the contents of your social media platforms, particularly activities that you participated in, and events that you attended?
- Have you checked to see if you have old inactive social media accounts that are still live to the public?
- Have you reviewed the privacy settings of your social media platforms

It is recommended that you undertake a social media and online profile audit every six months. Just a small investment of a few hours could have a big payoff when attempting to secure your next position.

Reflection

Identify what I want to change in my social media profile

Consider: how do I want to be perceived by others online? In what ways may I want to change my social media profile to reflect this?

For further details, please contact:

Career Development

Student Enrichment and Employability Development
careers@uq.edu.au
employability.uq.edu.au/career-development