



Social Media Audit Worksheet

Today, your online presence is often your first impression. Before employers call you for an interview, they might search your name, skim your LinkedIn profile, or glance at your social media. That means your digital footprint can help you—or hinder you.

With a few intentional steps, you can create a digital image that supports your goals and reflects your strengths.

Think of your online identity as your personal brand—your reputation in the digital world. Employers look online because they want to understand:

Who you are:

- What you care about
- How you communicate
- Whether you'd fit their workplace culture

Step-By-Step Guide to Building a Professional Online Presence:

1 Google yourself - Start by searching your name. What shows up? If you like what appears: great—you're starting strong. If you find things you'd rather they didn't see—make a note to remove or adjust your privacy settings.

2 Clean up your personal accounts - You don't need to delete your personality—just polish your presence. Ask yourself: Would I say this in a workplace? Would I want a hiring manager to see this? Does this represent who I am today?

3 Engage professionally - posting is great—engaging is better. Leaving thoughtful comments, joining professional groups, and congratulating others on milestones are great ways to engage professionally online.

4 Share Your Career Journey - Be authentic, not perfect. Employers relate to growth.

Try posts like:

- "I'm excited to start my journey in ____."
- "Today I learned ____ while practicing ____."
- "I'm volunteering at ____ to strengthen my ____ skills."

5 Maintain a Consistent Voice - Your personal brand should feel the same across platforms.

Think:

- Respectful tone
- Kindness in comments
- Purpose-driven messaging
- Enthusiasm for learning and growth
- You don't need to post constantly—just consistently professional.

Quick Checklist

Use this checklist monthly to stay polished:

- My online profiles match who I am today
- My profile photos are positive and appropriate
- My LinkedIn is updated
- I've shared or saved something related to my field
- I've removed outdated or unhelpful content
- I'm showing my strengths, interests, and goals

Must-haves:

- Professional, friendly profile photo
- Headline that reflects your goals (example: Aspiring Digital Marketer | Social Media & Graphic Design Enthusiast)
- Short “About Me” explaining who you are + what you’re working toward
- Skills you want to grow and be known for

- Experience, volunteer work, projects, and school activities

Your online presence is an investment. It doesn’t matter where you’re starting—what matters is that you’re taking steps forward. The more intentional you are, the more opportunities you’ll attract.

Social Media Audit - Shaping Your Personal Brand

Step 1: List Your Platforms – List the social media accounts you use most.

Platform	Handle	Keep / Update / Delete		
_____	_____	<input type="checkbox"/> Keep	<input type="checkbox"/> Update	<input type="checkbox"/> Delete
_____	_____	<input type="checkbox"/> Keep	<input type="checkbox"/> Update	<input type="checkbox"/> Delete
_____	_____	<input type="checkbox"/> Keep	<input type="checkbox"/> Update	<input type="checkbox"/> Delete

Step 2: Quick Content Check

- Ask yourself the following questions:
- Is my profile photo positive and professional?
- Does my bio reflect who I am and my goals?
- Would I be comfortable if an employer saw my posts?
- Do I share things that show my skills, values, or interests?
- Are there old posts I should delete or hide?

LinkedIn is one of the strongest digital tools for young jobseekers. Even if you’re early in your career, it helps you show potential, not just experience.

Notes: _____


Step 3: Reflect

How would someone describe me based only on my social media?

Does that match how I want to be seen?

Step 4: Action Plan– Plan small steps to improve your online presence.

Action Item	Platform	Target date	Done
_____	_____	_____	<input type="checkbox"/> _____
_____	_____	_____	<input type="checkbox"/> _____
_____	_____	_____	<input type="checkbox"/> _____

 **QUICK TIPS** Your online image is part of your personal brand—keep it authentic, professional, and consistent with your goals. Review it every few months!