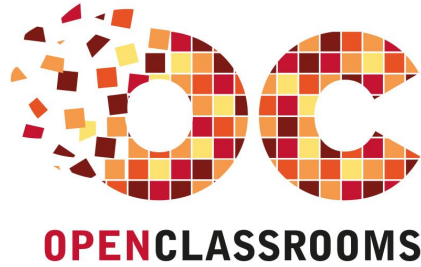# Online reputation checklist

Regularly check your online reputation
- Regularly check your online reputation on Google by doing a search using your 'first name' and 'family name'

Clean up your online reputation
- Check the confidentiality settings for your profiles on social media sites
- Take steps to delete any potentially embarrassing content
- Delete any embarrassing content you may have posted yourself
- Make a distinction between your personal and professional life

Pay attention to your online image
- Pay attention to spelling and the language you use online
- Think before you post something or publish a photo (Think about who has access to your online profiles. Never publish anything potentially embarrassing to you or your reputation!)

Create or optimize your job candidate profile
- Present the most comprehensive and attractive profile as possible
- Make sure that the CVs you have on various sites don't contain conflicting or contradictory information and keep them up-to-date
Work on increasing your network of contacts (create new contacts and maintain them)
- Construct your image by participating in online discussions on your topics of choice or preferred subject area