What's your online identity?!

Today, if you don't show up in Google, you don't exist. Whether you are applying for a new job, being considered for a board position or trying to get a date, you can count on being Googled. So knowing what Google says about you and proactively managing your personal brand online is critical to success.

Online ID Calculator,™ is the first and leading tool that will help you make sense of your Google results and give you advice on how to build a stellar online identity that's aligned with your real-world personal brand.

Take the essential first step and assess where your online identity stands right now.

**Online Identity Calculator:** [www.onlineidcalculator.com](http://www.onlineidcalculator.com)

From:
Career Distinction
Stand Out By Building Your Brand
by William Arruda and Kirsten Dixson.

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### Social/Professional Networking Sites

Which of the following social networking sites do you use?

- [ ] Facebook
- [ ] LinkedIn
- [ ] Twitter
- [ ] Other: _____________

Evaluate your personal profile on each of the sites that you use for the following:

<table>
<thead>
<tr>
<th><strong>Information that supports your positive brand attributes</strong></th>
<th>1 = no information to 5 = significant information</th>
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<tbody>
<tr>
<td>1…..2…..3….4….5</td>
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<table>
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<tr>
<th><strong>Evidence of strong communication skills</strong></th>
<th>1 = no evidence to 5 = strong evidence, very effectively conveys communication skills</th>
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<tbody>
<tr>
<td>1…..2…..3….4….5</td>
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<table>
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<tr>
<th><strong>Professional Image</strong></th>
<th><strong>Work Ethic</strong></th>
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<tbody>
<tr>
<td>1…..2…..3….4….5</td>
<td>1…..2…..3….4….5</td>
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</table>

(1 = poor to 5 = excellent)

If you didn’t rate everything as a 5, there is room for improvement of your online identity (anything less than a rating of 4 could hinder your career success).

Are there negative comments about a current employer or previous employer?

- [ ] Yes
- [ ] No

Is there anything posted about drinking or drug use?

- [ ] Yes
- [ ] No

Do you have provocative or inappropriate photographs?

- [ ] Yes
- [ ] No

If you answered yes to any of these you need to address the issue or you may lose out on career opportunities. If currently employed, you could possibly lose your job. Don’t be fooled that privacy settings will keep an employer from seeing your profile(s)/site(s).

LinkedIn is probably the best site to use to market your career brand, as it is a professional networking site. Other sites can also have a positive impact on your employment potential and should not be overlooked for their career networking value.