



FIRST IMPRESSION AUDIT

Your Digital Footprint

First, take a walk through your social media feeds to see what you're putting out into the world. Remember, the goal is not to judge, berate, or regret! You're just taking it in and allowing it to paint a picture of your brand. List all the platforms you're using here like Facebook, Twitter, Instagram, blog posts, etc.:

Take one platform at a time, and answer these questions. Print out Page 2 as many times as you need for this exercise, we're including 3 here for you to fill in digitally.

- Look at your last five posts. What were they about?
- How would you describe the overall tone of your posts? (Funny, snarky, serious, etc)
- What subject matter tends to dominate your feed?
- What type of content do you tend to share most? (Photos, quotes, written words, etc.)
- What assumptions would you make about your brand?
- What does this person (you) seem to care about?
- What does he/she represent?
- Who is he/she speaking to?
- How aligned does all of this feel with the brand you'd like to represent?

The goal is not sanitize; you are a person with many dimensions and aspects of your personality. But realize that when people aka producers peek in, they're going to believe what they see. Doesn't matter that you had a bad day. What is the first impression?

Platform _____

What were your last five posts about:

Overall tone:

What subject matter dominates your feed?

Type of content most often shared:

Assumptions you would make about this brand:

What this person (you) seems to care about:

Who this person is speaking to:

How aligned does it feel with the brand you want to represent?

Platform _____

What were your last five posts about:

Overall tone:

What subject matter dominates your feed?

Type of content most often shared:

Assumptions you would make about this brand:

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What this person (you) seems to care about:

Who this person is speaking to:

How aligned does it feel with the brand you want to represent?

ZOOM OUT on your social media presence

When you look at all of your social media feeds together, what stands out as being similar, or different, across the board? (Maybe you tend to be more informal on one feed, more professional on another, maybe you make more jokes on Facebook than you do on Twitter. Note that.)

How consistent and aligned do they seem with what you're trying to do?

Which version of you in social media feels the most like the "you" you want to represent? Is it the Twitter-you or the Instagram-you that feels most authentic? Why?

Which feels the least like you? (Note platforms where your content feels "forced" or unnatural, or just not as engaging.)

What concerns or questions does it raise for you when you consider your own media goals?

Whose social media presence do you most admire or enjoy, and want to emulate?

GET A SECOND OPINION

OK. Now you're going to have someone else give YOU a first impression audit of your social media. And for obvious reasons, this can't be a good friend or colleague; they already know you too well.

Ask a friend of a friend (have someone make an introduction for you, reach out to a friend's friend on Facebook, someone you may know but doesn't know you really well) to give you a first impression audit. Have them answer these five questions for each social media platform (and it's OK to just ask them to do one, and ask someone else to do another one).

Here. We even wrote the note for you:

Hi <insert name>,

Thanks for offering to lend a pair of fresh eyes to my social media feed. I'm trying to get some perspective on how my online presence appears to other people, and your insight is really valuable. All you have to do is visit my <insert social media account> and take a look at the past 10 or so posts, and answer these questions honestly. Again, be as straightforward as you can be; definitely don't sugar coat it! The more honest you are, the clearer a picture I get.

How would you describe the overall tone of my posts? (Funny, snarky, serious, angry, etc).

What kind of reaction, feeling, or emotion did you get from reading them? Did you laugh, or maybe feel sad or concerned? Maybe you were just bored! It's ok!

What subject matter seems to dominate or appear most often?

What do I seem to represent, if you had to put it into words?

Do I come across as an authority / expert? Why or why not?