DIGITAL PRESENCE AUDIT

Your Name

Your legal name:

Your name variants (maiden surname; nicknames; truncated first names; Jr./Sr./III):

Google Yourself (Incognito Mode)

List the first five results:

Go to the fourth screen of results; what do you find there?

Are you pleased with these results? If not, why?

What would you like to see instead?

How can you achieve this?

Digital Real Estate

List your digital real estate (social media platforms; profile pages; your own website/blog/podcast). Note which (if any) were amongst the first five results.

Physician Rating Sites  
Search for yourself on the following rating sites:  
  
RateMD

HealthGrades

Yelp

Vitals

What did you find?

Are you happy with this?

How can you mitigate bad reviews?

Next Steps

* Set search alerts for your name/variants
* Create an update schedule for social media (remember the 80/20 rule)
* Refine your biography
* Have a white-coat photo taken
* If you don’t already have one, set up a LinkedIn account
* Designate a “legacy contact” for your social media accounts
  + Make further plans for your post-mortem digital life
* Conduct a security audit:
  + Review security settings on all platforms
  + Review your passwords
  + Consider using a password manager
  + Delete accounts on platforms you no longer use
  + Set search alerts for your name (google.com/alerts)
  + Make a social media updates plan (how many times/week, etc)
  + Make a plan for name collision (ORCID)

Questions?  
Write your questions for Kimberley here.