

ONLINE PERSONAL BRAND REPUTATION MANAGEMENT CHECKLIST

Brand: **you**

- AUDIT your online presence regularly**

- Create your-name@gmail.com**
- Buy your-name.com or .com.au** (\$12 per year)
- Setup your-name@name.com** (requires email hosting)
- Setup a profile on About.me**
- Setup a profile on Medium.com**
- Setup your LinkedIn profile**
- Manage privacy and security settings on Facebook**
- Create a professional Page on Facebook**

- GROW your online presence**

More resources and links: bit.ly/TSMMBrandYOU