

Online Reputation Audit

Complete the information below to check your online reputation and to follow up, if necessary.

Name: _____

Maiden name, nicknames, or previous names:

Online usernames (both past and present):

Social media platforms used:

- | | | |
|-------------------------------------|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Blogger | <input type="checkbox"/> LiveJournal | <input type="checkbox"/> Snapfish |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Meetup | <input type="checkbox"/> StumbleUpon |
| <input type="checkbox"/> Flickr | <input type="checkbox"/> Myspace | <input type="checkbox"/> Tumblr |
| <input type="checkbox"/> Foursquare | <input type="checkbox"/> Nextdoor | <input type="checkbox"/> Twitter |
| <input type="checkbox"/> Google+ | <input type="checkbox"/> Pinterest | <input type="checkbox"/> Vine |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Reddit | <input type="checkbox"/> Xanga |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Snapchat | <input type="checkbox"/> YouTube |

Other: _____

Online communities or forums:

REVIEWING ONLINE MATERIAL

Ask yourself:

- How would I feel if a client, team member, boss, future employer, or family member saw this?
- Evaluate any online material against these AVMA principles of veterinary medical ethics¹:
 - In this unprofessional or dishonest?
 - Does this make me appear lacking in personal character or professional competence?
 - Does this misleadingly harm the reputation of a colleague?
 - Does this violate my obligations to confidentiality?
 - Could this be seen as prejudiced or lacking respect for others' rights?
 - Could this create the appearance of an undisclosed potential conflict of interest?
 - Could this be interpreted as providing care outside a valid veterinarian–client–patient relationship?
 - Does this indicate a violation of the law or show disrespect for the law without intent to change?

HANDOUT

AUDIT STEPS

1. Do an online search (Google.com) for pages and images associated with your name, previous names, nicknames, and usernames.
2. Identify concerning material, especially if it appears on the first 5 pages. Delete this information from the relevant webpage if possible, or adjust privacy settings.
3. Sign in to each social media site and online community/forum you listed and review previous posts and comments. Again, delete inappropriate posts and adjust privacy settings.
4. Recognize trends and modify future posting behavior.

Material to delete:

Privacy settings to modify:

Old accounts to close:

Trends to avoid:

Reference

1. *Principles of Veterinary Medical Ethics of the AVMA*. American Veterinary Medical Association. <https://www.avma.org/KB/Policies/Pages/Principles-of-Veterinary-Medical-Ethics-of-the-AVMA.aspx>. Published April 2016. Accessed November 15, 2017.

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