

# Personal Brand Audit

To further understand personal branding, it is a great habit to audit your competition—people in the field(s) that interest you. The Personal Brand audit is also an excellent tool to self-audit. You will find that people who successfully manage their reputation across social media consistently engage with their target market. In the guides tab, you will find a list of active people on social media to perform a personal brand audit. Have fun!

Name: \_\_\_\_\_ Profession: \_\_\_\_\_

Organization(s) brand represents: \_\_\_\_\_

## Digital/social media presence

Check platforms that apply

- LinkedIn    Portfolio/website    Facebook    Instagram    Twitter  
 Google+    Blog/vlog/podcast    YouTube    Snapchat

### 1. How many pages/times does this brand show-up on Google?

\_\_\_\_\_ pages/times

### 2. Specify how this brand is featured on Google?

For example: work at their organization, speaking engagements, volunteer work, achievements, organization affiliations etc.

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### 3. Does Google results and content strengthen or weaken their personal brand:

Please explain.

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**4. What evidence exists online that they are a thought leader in their field/area/industry? Their views on a subject are taken to be authoritative and influential.**

Note: please address if there is no evidence of authoritative/thought leadership.

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**5. What is this personal brand’s target audience? Whose attention are they seeking? There can be many audiences.**

For example, a marketing person whose niche is sports apparel may have the following audiences: large sports retailer like Nike, human resources recruiter if the brand is seeking employment, writers/bloggers if they want their ideas to be quoted in a publication etc.

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**6. Do they serve a niche in the market? A niche is a specialized section of the population.**

For example, Levitz Furniture serves people who are in the furniture buying market. Whereas High Fashion Home is also a furniture retailer, but its niche serves a market that is seeking high-end/unique furniture where budget is not a problem.

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**7. How would you describe their unique value proposition? This is what makes them attractive to their audience. If their value proposition is not spelled-out, what problem are they solving for their target audience?**

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**Social media frequency and content**

LinkedIn: \_\_\_\_\_  N/A (Check if they do not have a LinkedIn presence)

- How often do they post?
- What kind of content do they post?
- How do their followers engage with them? (e.g. like, share, comment, endorse, and recommend) Moreover, how do they engage with their connections?
- Content that they post, is it their original content or content from another source?
- Is there evidence that this brand endorses and writes recommendations to professionals who they are connected with?
- How would you describe the personal brand's persona/personality on LinkedIn?
- Looking at the content that they post, what percentage do they self- promote? What percentage do they inform/educate their connections?

Facebook: \_\_\_\_\_  N/A (Check if they do not have a Facebook presence)

- How often do they post?
- What kind of content do they post?
- How do their followers engage with them? (e.g. like, share or comment)
- Content that they post is it their original content or content that they found from another source?
- How would you describe the personal brand's persona/personality on Facebook?
- Looking at the content that they post, what percentage of the time does the brand promote itself? What percentage of the time does the brand inform their audience?

Instagram: \_\_\_\_\_  N/A (Check if they do not have an Instagram presence)

- How often do they post?
- What kind of content do they post?
- How do their followers engage with them? (e.g. like, repost or comment)
- Content that they post is it their original content or content that they found from another source?
- How would you describe the personal brand's persona/personality on Instagram?
- Looking at the content that they post, what percentage of the time does the brand promote itself? What percentage of the time does the brand inform their audience?

Twitter: \_\_\_\_\_  N/A (Check if they do not have a Twitter presence)

- How often do they tweet?
- What kind of content do they tweet?
- How do their followers engage with them? (e.g. like, retweet or mention)
- Content that they tweet is it their original content or content that they found from another source?
- How would you describe the personal brand's persona/personality on Twitter?
- Looking at the content that they post, what percentage of the time does the brand promote itself? What percentage of the time does the brand inform their audience?

Snapchat, YouTube, Google+, Blog/vlog/portfolio, Tumblr, Podcast: \_\_\_\_\_

N/A (Check if they do not have a LinkedIn presence)

- How often do they post/publish?
- What kind of content do they post/publish? How do their followers engage with them?
- Content that they post/publish is it their original content or content that they found from another source? How would you describe the personal brand's persona/personality on the medium(s)?
- Looking at the content that they post, what percentage of the time does the brand promote itself? What percentage of the time does the brand inform their audience?

TikTok: \_\_\_\_\_  N/A (Check if they do not have a TikTok presence)

- How often do they post/publish?
- What kind of content do they post/publish? How do their followers engage with them?
- Content that they post/publish is it their original content or content that they found from another source? How would you describe the personal brand's persona/personality on the medium(s)?
- Looking at the content that they post, what percentage of the time does the brand promote itself? What percentage of the time does the brand inform their audience?

**Rate the brand on a scale of 1-5 (five is best)**

- How accessible is this personal brand? Target audience can reach them in many ways. \_\_\_\_\_
- How relatable is this personal brand? \_\_\_\_\_
- How well does this personal brand publish/post content that is their non-professional human side? (e.g. hobbies, adventures, interest, and family life) \_\_\_\_\_
- From what you identified on online, how would you rate their effectiveness in networking with others offline? \_\_\_\_\_
- It is obvious that this personal brand has a brand strategy. \_\_\_\_\_
- My first impression of this personal brand. \_\_\_\_\_
- Based on my research, I think that I will have a pleasant experience with personal brand. \_\_\_\_\_

**Based on your research conduct a SWOT analysis on the personal brand.**

<p>S – Strength (internal)</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>W – Weakness (internal)</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>O – Opportunity (external)</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>T – Threat (external)</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

If you had the opportunity to meet this personal brand, what feedback would you give to him/her?

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# Your Personal Brand

**As you begin to create your personal brand, what did you learn from the personal brand that you researched? What are your overall take-a-ways?**

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