

Personal Online Social Profile Report

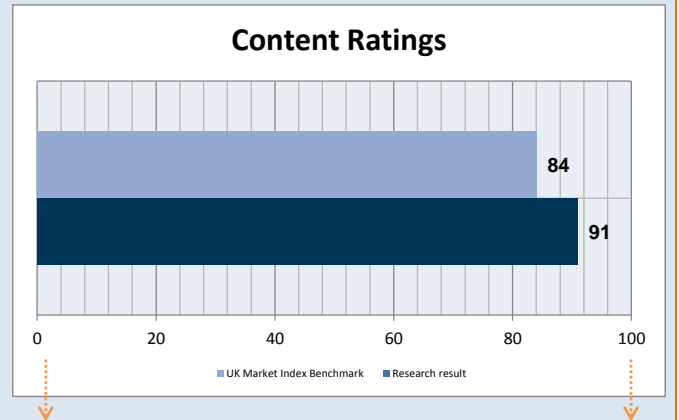
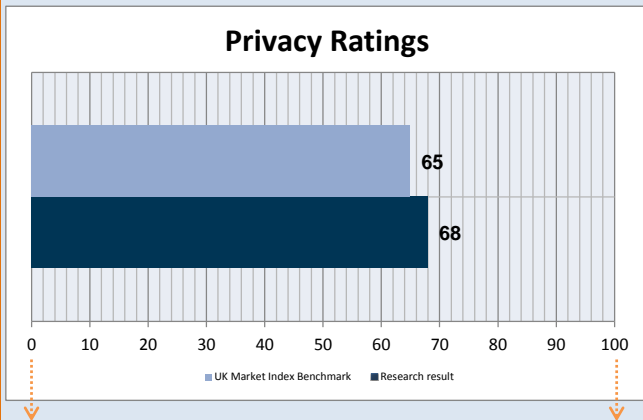
Social Media Consulting Ltd
Online Social Profiling Specialists

Section B - Additional Information



First Names Researched	Last Name Researched	Unique Reference	Date of Research
Lorraine Francis	Pendon	CN5/114/16443	27/02/2015 14:22

Privacy & Content Ratings



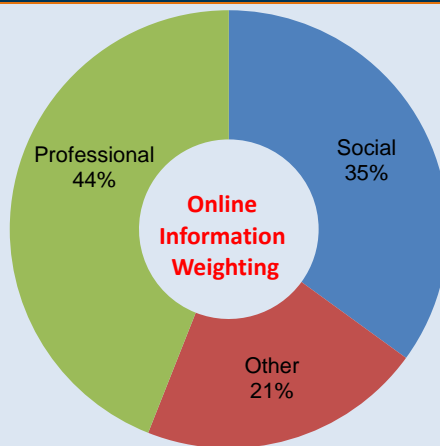
0: This means you are highly exposed online with personal or private details available for all to see. Personal information might include details such as age, home address, telephone number, details about close members of your family and more. Your information is likely to be visible on multiple websites and across a wide landscape of the web. The way in which you manage your privacy settings and what you allow others to see about you will have an impact on your index rating.

0: This means that your online content contains material which may be seen negatively by a third party, including an employer. Negative online content is material that may cause harm or offense to your colleagues, customers, or employer's brand and includes written content as well as imagery. Consistent use of explicit language, bullying, harassment, racism, sexism, explicit nudity, and similar aspects of traditional taboos within a workplace will affect your rating.

100: This means you are very private online. Personal details are not available online either because they do not exist or because they are hidden due to the way in which you proactively manage your data and privacy settings on websites. No personal details are visible and your use of the web is very limited or not at all.

100: This means that your online content includes elements which may be interpreted positively by a third party, including an employer. Positive online content includes professionally positioned material, positive brand loyalty, engaging and encouraging interaction and more. Images and written online content shows little or no trend towards use of explicit language, bullying, harassment, racism, sexism, explicit nudity, and similar aspects of traditional taboos within a workplace.

Online Information - Weighting Analysis



Online information is weighted towards professional activities.

Professional weighting can be increased by adding additional professional or career information to the websites on which you feature and by joining additional professional networking sites. Other information may include details about your electoral address, companies for which you may be a registered director, shopping sites and more.

Employability Rating

Congratulations! Your online social profile looks fantastic

Well done! An employer should be impressed

Why not make some positive changes and reach 4 stars

Be careful! Employers may have concerns about your profile

Warning! It's time to do some work on your profile

Your online profile requires some significant work!



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Rating Guide

Privacy Rating	↑ ↓	100	Very private. No personal details visible. Low coverage and exposure.
		0	Highly exposed. Personal details available online. Profile visible in multiple social medias and social networking.
Content Rating	↑ ↓	100	Clean content. Good use of imagery and language. No evidence of explicit or undesirable material openly available.
		0	Evidence of negative use of imagery, explicit material, or poor use of language. Evidence of detrimental or negative blogging or bullying.
Social People Rating	↑ ↓	100	Strong profile, positive content, high visibility, high professional weighting.
		0	Weak profile or not visible online. Poor use of language. Evidence of negative use of online social networking. Negative news or media presence.

Employer Risk Rating



Evidence of negative blogging or posts about current or former employers. Exposed social media profile. Low content rating and/or unprofessional profile. Directly incriminating content found in tags, friends or contacts. Wide evidence of nudity and / or the use of indiscreet language within social profile. Evidence of bullying, harassment, racism, or illegal activities.



Profile may contain some negative blogging or posts about current or former employers. Mixed social / professional weighting with average content rating. Directly incriminating content may have been found in tags, friends profiles or contacts. Some evidence of nudity and / or the use of indiscreet language may have been found within own profile or associated profiles. Evidence of bullying, harassment, racism, or illegal activities.



No evidence of negative blogging or posts about current or former employers. Closed or professional profile. Good use of language. No evidence of nudity or other indiscreet material. High content rating and high professional weighting. No evidence of bullying, harassment, racism.

Visibility Landscape

Represents the variety of social media, social and professional networking, and personal visibility that can be seen on the web. This landscape influences the privacy rating.

Terms & Conditions

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- 5.Due to the nature of the services provided by Social Media, the Customer acknowledges and agrees that the value, accuracy and/or relevance of the Report will diminish after it is delivered. In this context, Social Media does not guarantee that the Report will retain any value, accuracy and/or relevance after delivery.