

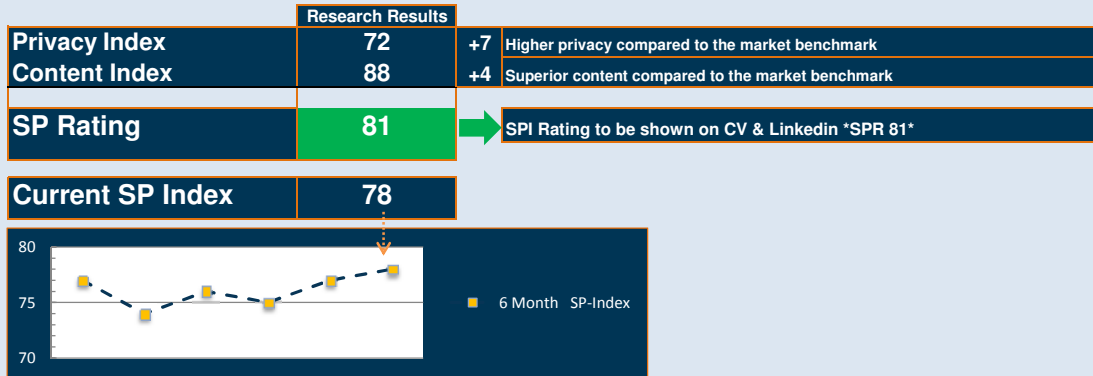
# Personal Online Social Profile Report

Social Media Consulting Ltd  
Online Social Profiling Specialists



Order Name Jennifer Cowlin		Unique Reference CN2/114/14380	Order Date 07/04/2014 13:31	Correspondence Email Address jenifer.cowlin@student.co.uk
First Name Researched Jennifer	Last Name Researched Cowlin	Report Expiry Date 01/07/2014		Report Type Student
Address 11, Horton Drive, Crawley, West Sussex, UK, RH1 1FG	Current Employment Student	Research Date 09/04/2014 22:52		Email Addresses Researched jen24@hotmail.com
Address could not be verified online		Email address verified online		

## SP-Index Research Results



## Profile Risk Assessment



- 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 heavily 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.

## Employability Rating

Congratulations! Your online social profile looks fantastic

Not bad at all! An employer would be impressed

Why not make some positive changes and reach 4 stars

Be careful! Employers may have concerns about your profile

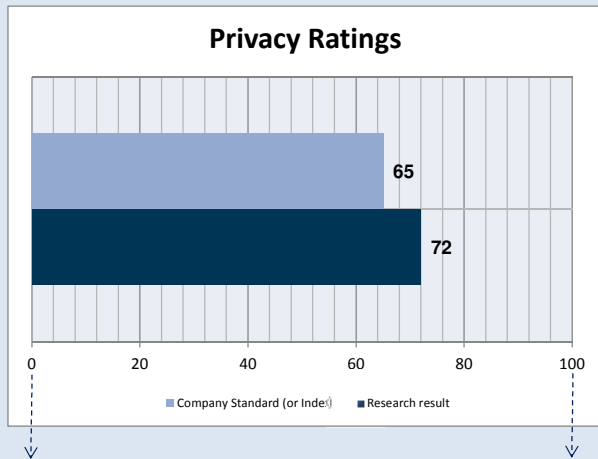
Warning! It's time to do some work on your profile

Oh dear! Your online profile requires some significant work



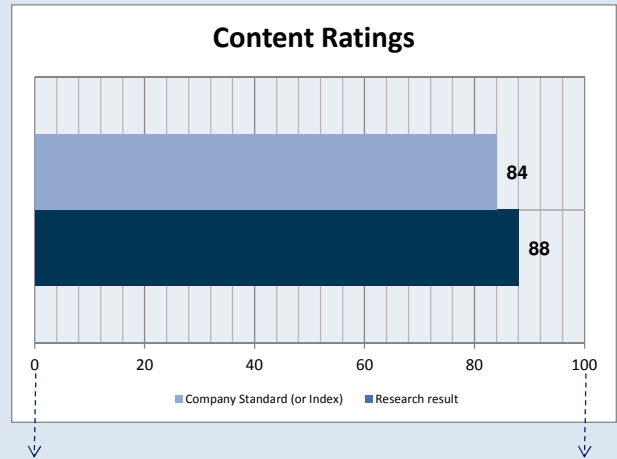
This Individual carries a low risk to the organisation

## Privacy & Content Ratings



**0:** Highly exposed. Personal details available online. Profile visible in multiple social media and social networking sites.

**100:** Very private. No personal details visible. Low coverage and exposure.



**0:** Evidence of negative use of imagery, explicit material, or poor use of language. Evidence of detrimental or negative blogging or bullying.

**100:** Clean content. Good use of imagery and language. No evidence of explicit or undesirable material openly available.

## Visibility Landscape - where is Jennifer Cowlin visible online?



Note: Dating networks are excluded from our research

## General Profile Findings

Consistency of date of birth across online network	✓	Note: Inconsistent details across online landscape
Address and contact details could be verified online	✗	Note: Address and contacts could not be verified
Specific evidence of adverse blogging	✓	Note: No evidence. Positive online cognitive style
Use of extreme or explicit language	✓	Note: Little evidence. Positive online cognitive style
Inactive / old social networking	!	Note: Some unmanaged or old content exists
Online network	📊	Note: Low network density. Low risk
Inappropriate or illegal endorsement of alcohol/drugs	✓	Note: No evidence. Positive online cognitive style
Evidence of online bullying and / or harassment	✓	Note: No evidence. Positive online cognitive style
Editorials / Media / Press	🚩	Note: An online publication may present a risk

**Note: The SP-Index provides training and coaching to individuals wishing to improve their profile.**  
Tel: 0845 177 0700 for further details or contact us via our website [www.sp-index.com](http://www.sp-index.com)

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## Rating Guide

<b>Privacy Rating</b>		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.
<b>Content Rating</b>		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.
<b>Social People Rating</b>		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.

## Profile Risk Assessment



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.

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