



Online Reputation Defence Readiness Checklist

Score Yourself

For each statement:

- Yes = 2 points
 - Partially = 1 point
 - No = 0 points
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Digital Visibility & Exposure

- I regularly search my own name and review public search results.
 - I know what personal information about me exists online.
 - I have reviewed and secured old online accounts.
 - My social media privacy settings are regularly audited.
 - I avoid publicly sharing sensitive operational information.
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Account & Communication Security

- I use unique passwords for all important accounts.
 - Multi-factor authentication is enabled on critical accounts.
 - I verify unusual payment or credential requests independently.
 - I maintain professional communication discipline online.
 - I avoid emotional or impulsive public posting.
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Professional Reputation Protection

- My online presence reflects professional consistency.
 - I actively monitor online mentions of my name or business.
 - I understand how AI impersonation and deepfake threats work.
 - I maintain strong boundaries between personal and professional exposure.
 - I avoid oversharing travel, location or family details publicly.
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Organizational & Workplace Awareness

- My organization has communication verification procedures.
 - Employees understand phishing and impersonation risks.
 - Confidential information is handled carefully inside messaging platforms.
 - Leadership demonstrates strong digital professionalism.
 - Internal communication culture supports trust and accountability.
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Crisis Readiness

- I know how to preserve evidence during a reputational incident.
 - I would respond strategically rather than emotionally during a public issue.
 - I understand when legal or HR escalation may be necessary.
 - I have a plan for recovering from reputational attacks or impersonation incidents.
 - I view online reputation defence as an ongoing professional discipline.
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SCORING RESULTS

40–50 Points — Strong Maturity

You demonstrate strong awareness of modern reputation risks and maintain disciplined digital practices. Continue refining monitoring, verification and long-term resilience strategies.

25–39 Points — Moderate Exposure

Your current practices provide some protection, but gaps remain that could increase reputational vulnerability. Focus on improving operational consistency, communication security and privacy management.

0–24 Points — High Vulnerability

Your professional reputation may currently face elevated exposure to impersonation, communication compromise and avoidable public risk. Immediate improvements to security habits, privacy awareness and digital discipline are strongly recommended.