



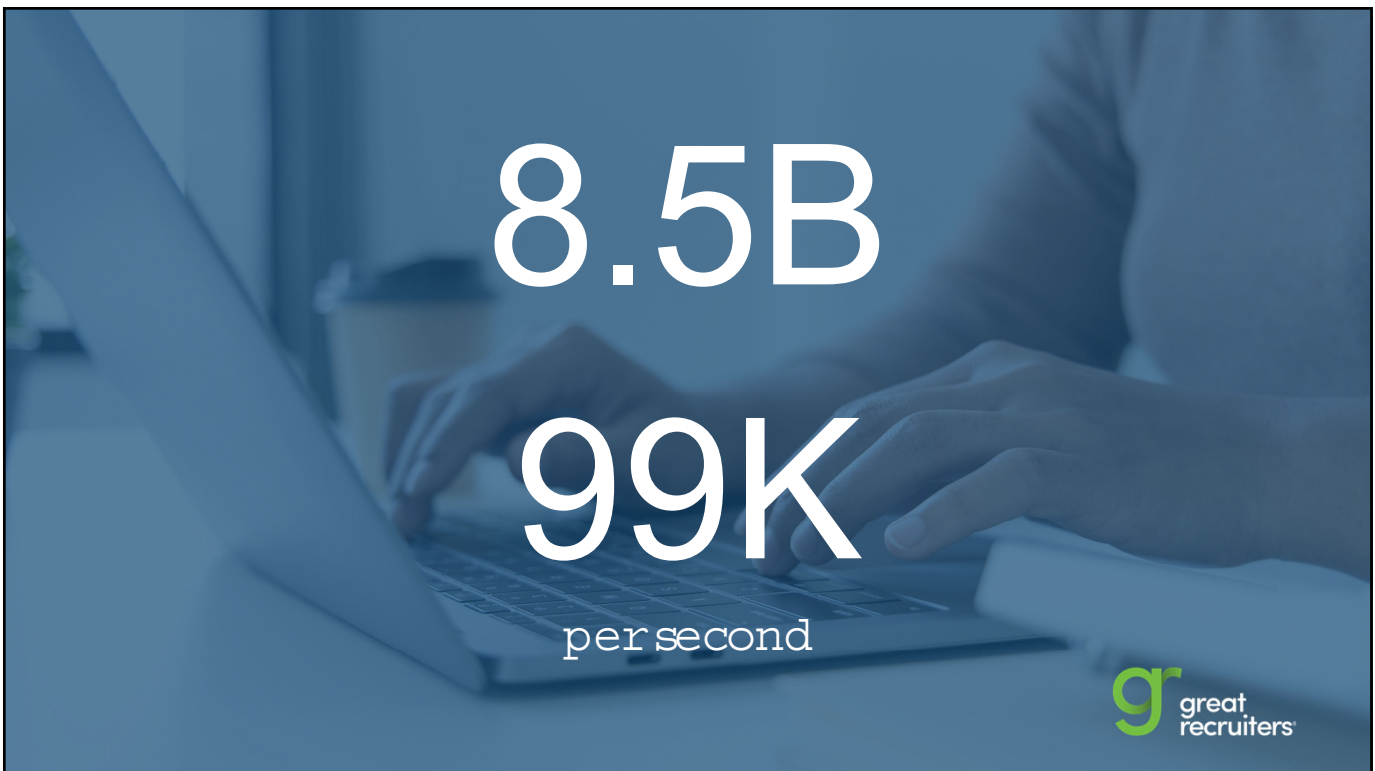
# Personal Reputation Matters: Building and Managing Your Online Image



Laura Fuller  
Chief Game Changer  
Great Recruiters




1



# 8.5B

# 99K

per second



2



3



- C Comprehend the why
- I Importance of being authentic
- R Review your online reputation
- C Construct your online reputation
- L Lean in to your circle
- E Enhance through tools

4



↓ CIRCLE

# C

## Comprehend the why



5



↓ CIRCLE

# I

## Importance of being authentic



6



↓  
CIRCLE

# R

## Review your online reputation

Search... 🔍



7



↓  
CIRCLE

# C

## Construct your online reputation



8



CIRCLE ↓

# L

Lean into your circle



g great recruiters

9



CIRCLE ↓

# E

Enhance through tools & platforms



g great recruiters

10



“I commit to spending one hour per week to improving my online reputation”



11



Thank you!

[laura@greatrecruiters.com](mailto:laura@greatrecruiters.com)



Connect on 



12