

What to include in your personal Social Media Audit

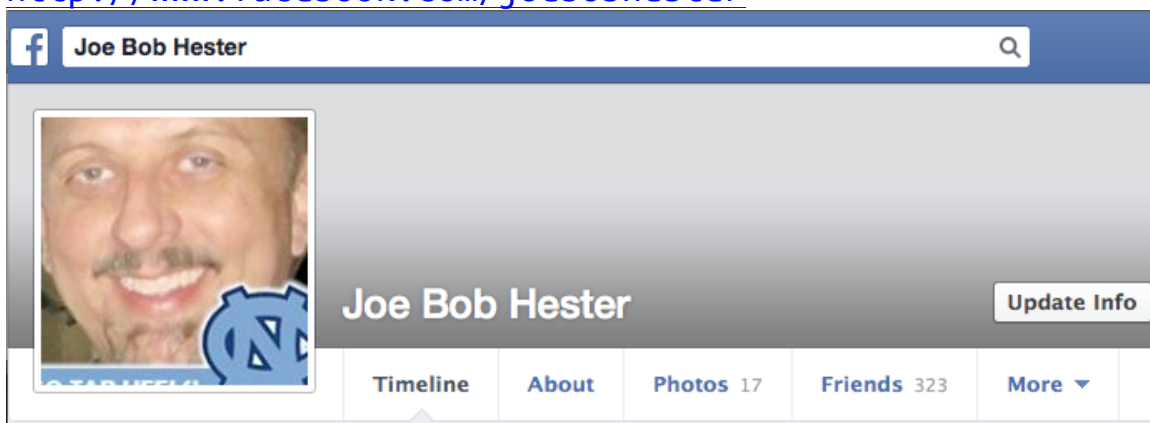
- Link to profile
- Visual showing profile pic and summary data

<http://twitter.com/joebobhester>



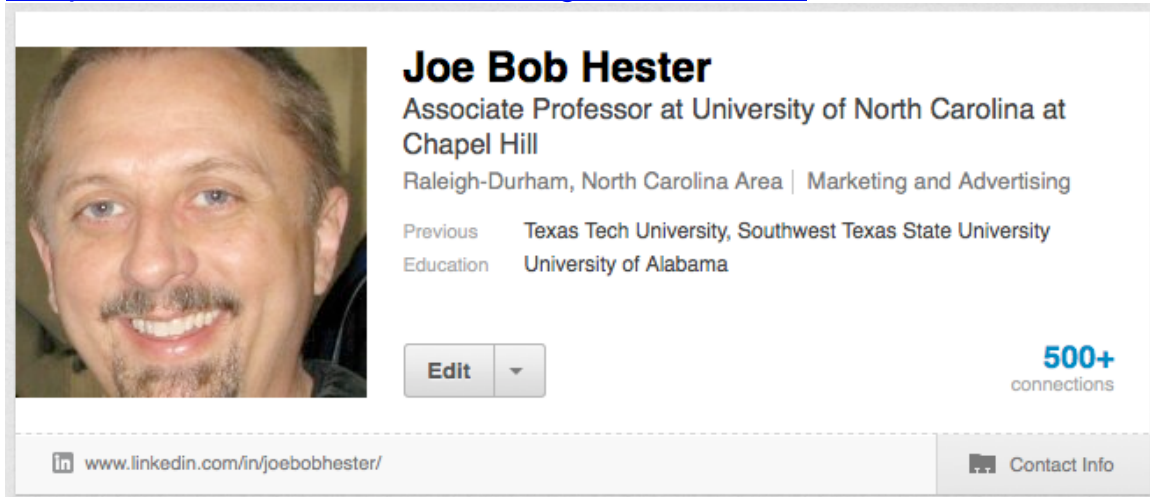
The screenshot shows a Twitter profile for Joe Bob Hester. At the top is a circular profile picture of a man with a mustache. Below the picture, the name "Joe Bob Hester" is displayed in large white font, followed by the handle "@joebobhester" in a smaller font. Underneath, a bio reads: "UNC advertising professor, social media research, NCAA football fan, poker player, amateur chef" and "Chapel Hill, NC · vizify.com/joe-bob-hester...". At the bottom, there are three statistics: "14,302 TWEETS", "6,573 FOLLOWING", and "9,697 FOLLOWERS". To the right of these statistics are an envelope icon for messages and a button labeled "Edit profile".

<http://www.facebook.com/joebobhester>



The screenshot shows a Facebook profile for Joe Bob Hester. At the top left is the Facebook logo and the name "Joe Bob Hester" in a search bar. Below this is a large profile picture of the same man, smiling, with a blue UNC logo overlaid on the bottom right corner. To the right of the profile picture, the name "Joe Bob Hester" is displayed in large white font, and a button labeled "Update Info" is visible. Below the profile picture and name are navigation tabs: "Timeline", "About", "Photos 17", "Friends 323", and "More" with a dropdown arrow.

<http://www.linkedin.com/in/joebobhester>



Joe Bob Hester
Associate Professor at University of North Carolina at Chapel Hill
Raleigh-Durham, North Carolina Area | Marketing and Advertising

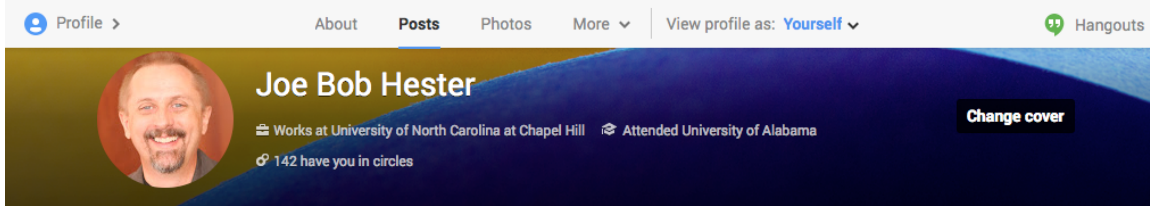
Previous Texas Tech University, Southwest Texas State University
Education University of Alabama

Edit

500+ connections

www.linkedin.com/in/joebobhester/ Contact Info

<http://gplus.to/joebobhester>



Profile > About Posts Photos More ▾ View profile as: Yourself ▾ Hangouts

Joe Bob Hester
Works at University of North Carolina at Chapel Hill Attended University of Alabama
142 have you in circles

Change cover

<http://klout.com/#/joebobhester>



Joe Hester

55

Twitter Facebook Google+ LinkedIn

UNC advertising professor, social media research, NCAA football fan, poker player, amateur chef

Associate Professor at University of North Carolina at Chapel Hill