Social Networking Site Evaluation

Use the following form to evaluate social networking profiles with a critical eye. First, rate the overall content of the profile according to the scale given below. Consider all of the following aspects of the profile: photos, personal posts, posts from friends/followers, likes, friends, links, and any other information included. Then, consider whether the profile would raise any "red flags" when evaluated from the perspectives of the following types of individuals: Friend/Peer, Potential Date, Parent/Grandparent, Potential Employer, College Admissions Counselor/Scholarship Application Reviewer.

1	2	3	4	5
Very Negative Image	Negative Image	Neutral	Positive Image	Very Positive Image

Overall Rating	Positive Aspects	Potential Concerns	People Who May Perceive "Red Flags" in the Profile