Adam Ontiveros-Oberg: Social Media Audit

I believe that my online profile is relatively straightforward. If my hypotheses are correct, my research for this part of Project YOU will confirm that my online persona is that of a graduate student who is enamored with photography and political affairs, has an interest in English soccer and is committed to spending quality time with family. As banal as those may be, I also believe that my profiles on various platforms are also dotted with posts that convey my personality. For example, there will likely be long-winded Facebook posts about a political or social issue, or tweets on Twitter that reveal a degree of sarcastic personality. With regards to potentially being confused for another Adam Ontiveros-Oberg, I am not worried. Though each of my names are individually fairly common, they are each from distinct enough ethnic or racial backgrounds that their combination is extremely rare. In other words, it is difficult to find other instances of my Hebrew first name being used with either my Spanish, or Germanic and Swedish last names.

I was underwhelmed by the results of my Google search, as all of the pages that appeared there were exactly what I had expected. The first page was my LinkedIn account, and following that were my Facebook, Instagram and LinkedIn pages, respectively. Each of these websites have been continuously screened for controversial or negative content since I began using them. Overall, I am content with the results of that search. Though none of the websites did anything to shine a positive light on me, each of them was neutral, if not a little flattering to my online persona.

I was surprised, however, that my Twitter account did not show up on the first page of results. This is likely a result of my Twitter account being almost completely inactive between 2015 and this summer. However, now that my account has become more active, it is important to analyze the effects that account may have on my online persona. Having examined the last 100 or so tweets, a process that took me through almost two years of Twitter membership, I can say that there are no tweets that are vulgar or contain obscene language. However, there are a number of tweets that contain jokes that I would not stand by today. A number of these are based on the current president of the United States. Others are based on other noteworthy figures, ranging from athletes to failed political candidates. Over the last year or so, the tweets that I have published have taken a turn for the better. Now, when not about Newhouse and the almost ubiquitous #LRNSMPR, they mostly contain commentary about the actions of my favorite soccer team. This is content that would not worry me, if it were to come up in an interview.

My LinkedIn profile is equally benign. It contains a comprehensive and detailed list of all professional positions I have held thus far. My Twitter and LinkedIn profiles share the same picture; one of my senior portraits. I have gained almost 80 pounds and a beard since those photographs were taken, but despite that I feel that they are still an acceptable professional representation of me. However, it would benefit me to replace those photographs as soon as possible because they are no longer an accurate representation of me physically.

My Facebook page was the second result when I googled my name. My Facebook account is easily the most controversial account I use, as it is the one I use most often. As such, it is loaded with political and sports commentary and other things that some people would disagree with. Further, that account also has numerous photographs of family members and

friends that we would like to keep private. To that end, I decided to make my Facebook fully private. I have also taken advantage of Facebook's option to make all posts private retroactively, due to my hesitation to wade through approximately a decade's worth of a teenager's Facebook content to find those posts that I want to leave public. I intend to use Facebook's "Memories" feature to make public those old events that are brought to my attention on their respective anniversaries.

Instagram is unique, when compared to the rest of my social media accounts. For the last two years, I have used my account to post examples of my work as a landscape photographer. It has occasionally been used to post portraits of friends and family, but those pictures have always been eventually removed to preserve the theme of the account. I will eventually be starting a new, private and personal account that I will not be using as a business account.

My usernames for each of these websites are professional. My Instagram account name is "Adam0Photo." The name on Facebook and my LinkedIn accounts is my own, properly spelled. My account name on Twitter is "Adam_Onti_Ober," in a desperate attempt to make my name just a little shorter, while still remaining distinctive.

In closing, I am not disappointed with how my social media profiles represent me. I do wish that they were a little more complimentary, rather than being so completely neutral, but that is a better alternative than having them filled with embarrassing or shame-worthy content. I do not believe that this online persona would get me a job, but I do believe that my online presence would not be held against me. This is because my online presence has been carefully examined to remove any traces of embarrassing content. I believe that the best way to go about improving my online persona would be to start posting more positive material. However, this is difficult because at the moment I lack a significant amount of such material to post about. I believe that generating positive or complementary content for future posts on each platform will be my best means of improving my online standing. I sincerely wish that I could have gotten Andy's analysis of my online presence to compare our findings.