

SOCIALCHECK

Case Study

By Garland L. McLaughlin

& Exquisite Conglomerate Communications LLC

Online branding and image automation will grow for businesses and individuals alike for at least the next four years. Branding an image gives individual ideas motion and direction. In the cases of individuals many brands are pointed in the right direction and many are not. Consulting firms are being set up all across the globe via the internet, and these firms are going to be directly dealing with presenting a fast solution to their clients in regard to specific image brands. The question has always been does this analytical data bring any substantial value that can help the brand, for certain?

The bottom line in value mean dollars are being made as an attribute to the brand. Using the entertainment industry as an example for developing benchmarks, entertainers can understand the trends of their followers and loyalists. Traditionally, little importance has been placed on measurements associated with dissecting individual value, in terms of dollars. Much focus has been placed on determining value from individual online engagements (FACEBOOK LIKES, FOLLOWING Brands, Collecting Friends or Connections). Overtime the skewed numbers reveal a revenue under performance that most brand images are ashamed to admit to.

SOCIALCHECK is the first system that breaks down key points of data related to social interaction and online activity. All online participants are affected in one way or another. Participants must realize that they can be affected by their actions and online activities.

THE FIRST IMPRESSION OF YOU IS MADE ONLINE



DON'T BE CAUGHT OFF GUARD

FIX IT NOW, QUICKLY AND EFFECTIVELY IN 3 EASY STEPS

1

The first step is to get your personal Social Check™ Report

We have developed a unique technology that will audit your online presence and use our experience to transform your personal online brand.

2

Social Check™ works by scanning your social media presence (Facebook, LinkedIn, Twitter, Google+) using our proprietary technology and algorithms.

Once this scan is complete, we compile a personal report that gives you your Social Check™ score out of 1,000 and details your specific strengths and weaknesses.

3

The report then provides clear, actionable recommendations you can action to open the door to a whole new world of opportunities.



SOCIALCHECK™

First Impressions Count

Although SOCIALCHECK is a tool that gives insight about online behaviors and trends, users that would benefit fail to trust the SOCIALCHECK automated system. The study has come to the conclusion that SOCIALCHECK abides by security safeguards that have been put in place by online reference points which are checked and data is collected. The client can at anytime opt out, and stop SOCIALCHECK from collecting data from online reference points. Many individuals are untrusting of online programs and software that may temporarily has access to a user's passwords and/ or user name.

Using my own data the SOCIALCHECK system demonstrates its ability to tabulate a score much like a credit score, to determine an individual's value to online communities. SOCIALCHECK provides a confidential reporting analysis which makes key recommendations.

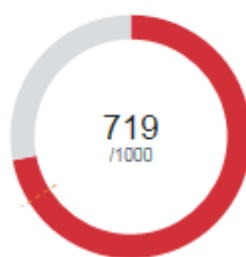


Employers look beyond the background check and figure out that you're only human. It is your turn and you have made sure that you're getting all of the attention, and all of the correct attention. Before receiving all the right attention could happen SOCIALCHECK was able to show you how it all was going to happen.

You're being recruited to play an important role within a company or organization. Let your online reputation brand you as an influential asset.



EXECUTIVE SUMMARY



Garland McLaughlin

Your Social Check™ Score ?



Average for your peers ?



Best practice ?

Element

Your Score

Profile ?

"You"



Presence ?

"Where"



Participation ?

"What"



Privacy ?

"Separation"



By scoring 4 main personal areas equally a perfectly branded individual would have a SOCIALCHECK score of 1000. Life is not a perfect score, but SOCIALCHECK can fill you in on what is missing in your online experiences, leading to more successful outcomes.



Campaign Advertisements



Your online reputation may be a little rough around the edges...

1. Secure Your SocialCheck Report
2. Evaluate Your Options
3. Execute Plans of Action!

Don't let online situations control your life offline .

**YOU NEED TO LOOK
YOUR BEST**

**YOU ARE
CONSTANTLY
BEING JUDGED
WITHOUT YOUR
KNOWLEDGE**

If you have applied for a job you more than likely have already been checked out on Facebook, LinkedIn, Twitter and Google+. People make critical judgments about you from what they find online.

This might be scary, but it's happening every second of every day.

To receive your SOCIALCHECK report click on the SOCIALCHECK logo on the right. Fill out the form, and on the second page use the promo code to activate your report.



Who Is Profiling Me?

Well, did you know that...

58% of HR professionals use social networking websites to source potential candidates.

98% of recruiters and 95% of employers will search online to find out more about a candidate before an interview.

50% of recruiters say they have not offered a job to a candidate because of something negative they found online.

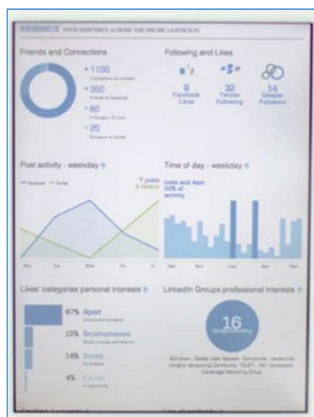
56% of adults don't actively think about the consequences of their online activities.

90% of dating site users will search the name of an individual before going on a date.

SOCIALCHECK is a unique service that analyzes your online activity and provides a detailed report, rating, and personalized recommendations for courses of action.

Don't let online actions control your life offline.

REPORT



To receive your SOCIALCHECK report click on the SOCIALCHECK logo on the right. Fill out the form, and on the second page use the promo code to activate your report.



Am I giving business associates
and others the right impression
with my online media and picture
posting?

Why You Need To Know...

THE EVIDENCE

Well, did you know that...

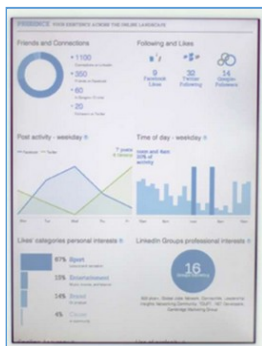
56% of adults don't actively think about
the consequences of their online activities.

58% of HR professionals use social
networking websites to source potential
candidates.

98% of recruiters and 95% of employers
will search online to find out more about a
candidate before an interview.

50% of recruiters say they have not
offered a job to a candidate because of
something negative they found online.

90% of dating site users will search the
name of an individual before going on a
date.



To receive your SOCIALCHECK report click
on the SOCIALCHECK logo on the right. Fill
out the form, and on the second page use the
promo code to activate your report.





Someone is always taking a visual notice to your online profiles, so you have to always look your best. On a daily basis business colleagues, friends, and family take notice to what you're doing online and you want to let them know you're doing all the right things. Even if you are on the right track to building your online reputation improvements are never shunned. SOCIALCHECK delivers a powerful tool that helps your aspirations of online personal branding grow from insight and personalized reporting.

Everyone has an online SOCIALCHECK score much like a credit score. Are you building the right online connections through social media to make you a valuable asset to online communities and businesses? Do you know how much your online reputation is worth?

**Being Social Online Should Work
For You and Not Against You!**



**Use Promo Code
ECCOMMS85**

www.socialcheck.com

To receive your SOCIALCHECK report click on the SOCIALCHECK logo on the right. Fill out the form on the first page and on the second page use the promo code to activate your report.

REPORT

