SOCIAL MEDIA AND REPUTATION RISK REVIEW

RSS

Reputation Shield Service

ISSUE	SUBJECT FILE 00
CADENCE	PER ENGAGEMENT
HANDLING	CLIENT CONFIDENTIAL

BOTTOM LINE UP FRONT

Subject A, a business leader preparing for a public board appointment, has 14 years of social media history across five platforms. Most content is benign, but 23 posts carry reputational risk, including dated jokes, a heated political exchange and photos at a contested venue.

9.4K
POSTS AND COMMENTS REVIEWED

23
ITEMS FLAGGED FOR ACTION

5
PLATFORMS COVERED

REPUTATION RISK SCORE

3 / 5

ELEVATED

LOW — CRITICAL

Scored on TAM-C's 1 to 5 risk method. Falls to Guarded once flagged posts are addressed.

01 Key findings

LEGACY CONTENT — HIGH

Dated jokes likely to resurface

Eleven posts from 2012 to 2015 include jokes that read poorly by current standards. Two were already reshared by a [redacted] account last year, so they are likely to be found by journalists.

SOURCE · X AND FACEBOOK

POLITICAL — ELEVATED

Heated exchange with a public figure

A 2019 thread shows Subject A trading insults with [redacted], now a sitting regional politician. The exchange is still public and could be framed as a conflict ahead of the board appointment.

SOURCE · X

ASSOCIATIONS — MODERATE

Tagged photos at a contested venue

Friends tagged Subject A in photos at a [redacted] club later linked to a licensing scandal. Subject A did not post them, but the tags are visible on the public profile and in image search.

SOURCE · INSTAGRAM

02 Content risk watch

CATEGORY	TREND	EXPOSURE
Offensive or dated humor	Steady	HIGH
Political and partisan statements	▲ Rising	ELEVATED
Third-party tags and associations	Steady	MODERATE
Old accounts no longer in use	▼ Easing	MODERATE

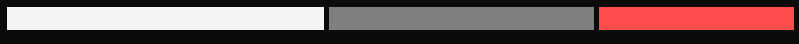
03 Content advisory

01 Delete the eleven flagged legacy posts and archive copies privately for the record.

02 Untag the venue photos and enable tag review on all personal accounts.

03 Close two dormant accounts and prepare a short holding line on the 2019 exchange.

PLATFORM MIX THIS REVIEW



X 41% · Facebook 34% · Instagram 25%

WHAT THE CLIENT RECEIVES

- → Confidential content risk report
- → Post-by-post deletion advice
- → Privacy settings review
- → Discreet one-to-one debrief

ILLUSTRATIVE SAMPLE. SUBJECTS, ACCOUNTS AND FIGURES ARE ANONYMIZED OR REDACTED. FULL REPORTS ARE DELIVERED TO CLIENTS ONLY.

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