

Digital Footprint Audit

Transmission Private is the leading strategic communications adviser to successful individuals and their businesses. We are a global leader in advising entrepreneurs, executives, and high-net-worth individuals on their digital profiles, as well as on their most sensitive and important communications needs. We help clients achieve the unexpected through the power of reputation.

Introduction

Your digital footprint and search results are increasingly seen as a proxy for your reputation, with the power to make or break your career and personal aspirations.

We have worked alongside many of the world's most successful individuals and families to audit their online footprint to make sure that their digital profile aligns with their long-term objectives, enabling them to achieve their ambitions.

Our award-winning Digital Footprint Audit team is technical, forensic, and intelligent. The team's approach blends the latest technological tools with human-led intelligence.

The fixed price of our Digital Footprint Audit is **£2,500 (ex. VAT)**. It is delivered to you as a standalone, 10-page PDF, summarising your current digital profile as well as providing actionable recommendations to improve your existing online profile.

Our service

Our team has decades of experience working in public relations, enabling us to understand how your digital profile impacts and affects perceptions of you amongst important people.

Our key services include:

- Providing analytics on the number of people searching you, their locations, and the key search terms they are using;
- Assessing whether the content about you online is positive, negative, relevant, or irrelevant;
- Finding potential hidden risks to your reputation online, such as old forgotten content;
- Evaluating whether your digital profile aligns with your long-term objectives;
- Identifying key recommendations to enhance your credibility and profile online;
- Undertaking a comprehensive audit of all existing or old social media accounts;
- Evaluating the quality of other online assets, including Wikipedia, online biographies, and other content;

- Auditing all rich media online, including photographic and video content;
- Monitoring your digital profile around-the-clock to identify new risks;
- Putting in place a proactive strategy to positively transform your digital profile.

Every client will require a slightly different audit, depending on the amount of content online and their individual requirements. We personalise our service for every individual client.

Our experience

Our Digital Footprint Audit team have supported a range of clients who want to better understand how they are presented online.

Our recent highlights include:

- Conducting a comprehensive digital footprint audit for the Board members of a FTSE 100 company (\$16 billion market capitalisation) to identify any potential reputation risks to the company, as well as ensuring that the Board members were putting their best foot forward to investors.
- Evaluating the online profile of a noted entrepreneur (£400 million) in advance of a large fundraise to ensure that his digital profile for positive, represent, and up-to-date.
- Taking control of a New York-based executive's digital profile, with a view to ensuring that her online profile supported her as she sought to secure more Non-Executive Director positions.
- Updating the digital profile of a well-known retired London sports star (£120 million), so it aligned with his current, highly credible business activities rather than being dominated by historic, out-of-date content about his sporting career.
- Undertaking a deep audit of an entrepreneur's social media accounts with a view to identify old, historic social media posts that might expose them to reputational risk.

In all cases our work is carried out on a confidential and discreet basis, protecting our client and their interests at all times.

Our company

Becoming a client of Transmission Private is unlike working with any other communications agency. That is because we do not measure our working relationships in terms of weeks, months, or even years, but in terms of generations – with clients returning us to time and time again as and when needs arise. We look to build life-long relationships based on loyalty, trust, and confidence.

Once you become a client of Transmission Private, your reputation becomes the central and sole focus of all our energy, passion, and thinking. Our expert team is mobilised to advance your best interests at all times. We see the world through your eyes, advising you discreetly on the careful steps that you need to take to achieve your highly personal, highly private professional and non-professional ambitions and aspirations.

We are a team of specialist communications experts at your disposal. A single point of contact for all your communications needs, we are your competitive advantage to help you achieve your personal and professional goals.

While some clients may need our support on an ongoing basis, other individuals will request our support at important junctures in their personal and professional careers that may lead to specific communications opportunities and challenges.

These events include:

- Sale of a business;
- Acquisition of a business;
- Business crisis event, such as downsizing or administration;
- Making a significant investment;
- Giving a charitable gift;
- Launching a family office;
- Setting up a charitable foundation;
- A substantial career transition;
- A succession event;
- Giving a political donation;
- Joining a new Board;
- Starting a new phase in your career.

Our team

We blend the high-quality personal, attentive, discreet service that successful individuals expect from a private bank with the up-to-date, modern communications techniques they need to navigate the risks of an increasingly digital world.

We are very fortunate to have built an exceptional team, blending decades of experience both working with the media as well as supporting private clients.

We also focus on hiring from outside of the conventional public relations and communications industry, bringing in talent with experience across private client law, accountancy, public affairs, and family business advisory. This depth of experience enables us to deliver sophisticated yet commercially pragmatic advice.

Our team is at the heart of the business. As a Partner-led business, every client we support has a dedicated Partner looking after all of their work, providing a single, highly personalised, around-the-clock contact point to access all our services and support.

“Recognised as best in breed for family communications, Transmission Private has doubled the number of families it supports in the past year.”

TOP RECOMMENDED
SPEARS500
2018 2019 2020 2021

“Transmission Private has carved out a name for itself as a private office that works exclusively with families and family offices, helping individuals manage and control their media interest.”

**Family
Capital**

“The Transmission team look after every part of the family’s reputation, advising around the media risk of investments, philanthropic engagement and more.”

TOP RECOMMENDED
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