

# KPIs of Online Reputation

MBAAs can assess their personal image and brand on 5 dimensions or key performance indicators (KPIs). William Arruda, who speaks and consults on personal branding for executives at the largest companies in the world, explains how you can measure your own online reputation and offers a checklist on ways to enhance it. Watch the 8-minute video now:

And feel free to share with students and alumni!

**Duration: 08:05**