

Who Can Actually See What You Posted

Almost every executive who takes digital exposure seriously starts with their own accounts. That is the smallest part of the problem. Most of what can be found about you was written by other people, and not one of them was being careless.

THE FOOTPRINT YOU DID NOT WRITE

The instinct is to audit your own posting, which is the part you control and the part that is usually already restrained. The exposure that matters was assembled by people who had no reason to think twice.

- | A conference agenda naming you, the date, the city and the room.
- | A company bio giving a title, a tenure and a location precise enough to narrow a search.
- | A property record, public by design, which was never yours to post or to remove.
- | A photograph taken by somebody else, at your house, with your street behind you.
- | A tagged post from an event you did not know was being documented.

THE OTHER AUTHORS

These are not adversaries and they are not careless. Each one posted something ordinary for an ordinary reason, and the ordinariness is exactly what makes the category invisible.

- | An assistant whose calendar is shared more widely than anyone has checked.
- | A spouse whose accounts are open, and who is usually easier to find than you are.
- | A child, for whom posting a location is not a decision but a reflex.
- | Household staff, a category most families have never once discussed.
- | A communications team whose actual job is to make you findable.
- | A realtor, a charity, an alumni office, a race result, a permit filing.

THE POST THAT WAS FINE UNTIL IT WAS COMBINED

Taken one at a time, nothing above is a disclosure, and that is precisely why each item was posted. Exposure is rarely a single leak. It is assembled, and the assembly is the part nobody is watching.

- | A gym check-in gives an hour. A school photograph gives a place. Neither is anything alone.
- | A recurring Tuesday dinner, mentioned once by two different people, becomes a schedule.
- | A vacation post confirms an empty house that a neighbor's post had already suggested.
- | A charity listing gives a neighborhood, and a property record turns that into an address.
- | None of it needs a breach, a hack or anything a patient person could not do in an afternoon.

WHY LOCKING YOUR OWN ACCOUNTS FEELS LIKE ACTION

Securing your own posting is worth doing and it is not the lever it feels like. It is satisfying because it is the only part you can finish alone, and it addresses the smallest share of what is findable.

- | You control your own posting completely, and it is the smallest of the three sources.
- | You influence the household, which is larger and needs a conversation rather than a setting.
- | You control nothing about public records or other people covering you.
- | Effort is usually spent in the exact reverse of that order.

WHAT MOVES IT, AND WHAT DOES NOT

Two of the three sources are people, and people respond to being asked once, plainly, with no accusation attached. That is why this is a conversation before it is ever a setting.

- | Knowing what is already public, which is uncomfortable and comes before everything else.
 - | One household conversation, held as a normal thing rather than as a rebuke.
 - | An agreement about what gets posted live and what waits until everyone is home.
 - | Accepting that some of it cannot be removed, and moving the physical plan around it.
 - | Not a privacy setting, which changes what strangers see and nothing about who is posting.
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The uncomfortable part is that almost all of this was posted by people who care about you. A Discovery Call is thirty minutes, and it is where that conversation gets planned rather than improvised.