

**STYLE COLLECTIVE**

# authenticity checklist

***before you post...***

Social media can influence and empower; however, it can also cause envy and insecurity. We all need to keep it real and portray our real authentic selves. Ask yourself these questions before you post!

 ***does this feel authentic?***

- If I sent this to my best friends would they think the language and branding seemed like me, and is authentic to who I am?

 ***am I pretending to be something or someone I am not?***

- Am I modeling this off of someone else and losing myself in the process?

 ***is it something I can be proud of?***

- Is this topic something I want to be known for?

 ***do I feel like I know what I am talking about?***

- Have my life experiences led me to speak with credibility on this topic?

 ***is the language I am using my own?***

- Is this in alignment with my overall brand presence?

 ***is this something that resonates with my calling?***