

ONLINE REPUTATION MANAGEMENT



livelyco.ca

Online reputation management is working to control or influence the public perception of your personal or company image.

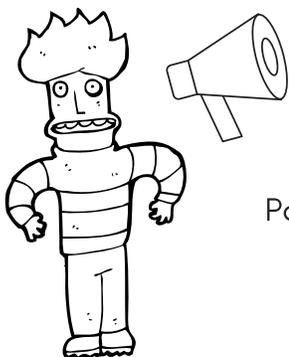
7 TIPS TO PREVENT DAMAGE

1. Hire the right people
 - Google your candidates
 - Search all of their social media channels
 - Do you find anything that could be damaging to your company?
2. Understand the importance of social media
3. Have a social media policy
4. Run all ad campaigns (print or online) by diverse sets of people
5. Ensure your internal departments are talking to each other
 - Can this product do what we are saying it can?
6. Have a team in place to manage responses
 - Arm your team with your company's voice and messaging
7. Set up a Google alert for you or your company and Google yourself often
 - Look at online forums, review sites, Reddit - what are people saying about you?

5 TIPS TO LESSEN THE DAMAGE

1. Hide or delete damaging content as needed
 - Did someone else post it on your page? Then 'hide' it, don't delete it
 - Take it offline and try to reach out to the upset customer privately
 - Did someone on your team post it? Delete it
2. Make a public apology as soon as possible
3. Don't blame the customer
4. Implement a communication policy with your staff
 - Establish the new narrative you want in the public eye
 - Give your team talking points when approached about damaging issues
5. Build as much positive content as you can to bury damaging content
 - Try to fill the first 10 spots in a Google search

TROLL VERSUS UPSET CUSTOMER



Argumentative
Attention-seeking
Nonsensical
Poor grammar and spelling
Deliberately hurtful
No specific reference

Usually mentions a situation
Usually references a time or place
Fewer grammar and spelling errors
Last ditch effort for a solution

