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INTERACTIVE/MARKETING

Managing Your Online Reputation

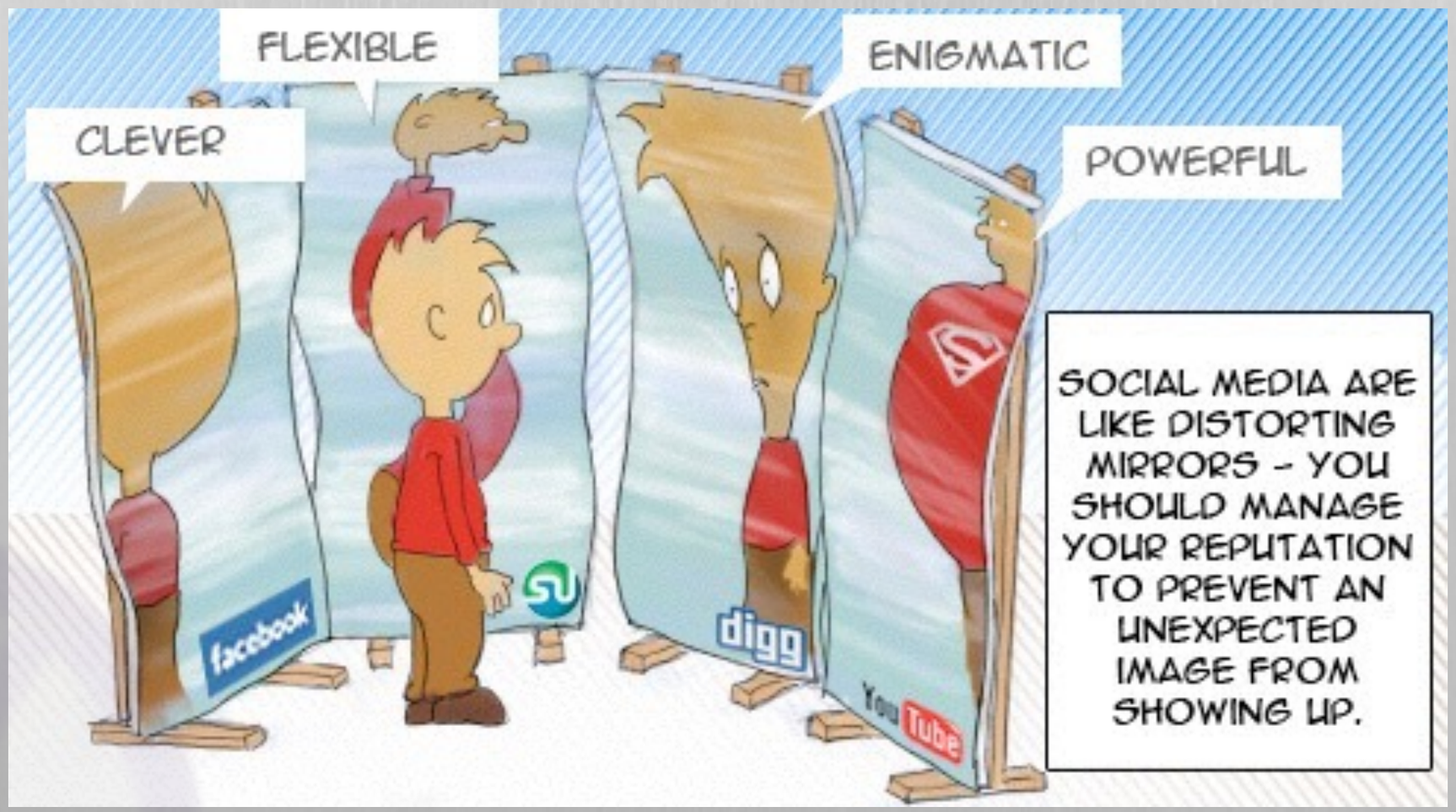
What you need to know

Who cares about your online reputation?

Your online reputation can be seen in a number of ways. Whether you're seeking employment, selling a product, looking for an investor or trying to score a date, someone is going to turn to a search engine to learn more about you. The most common groups are:

- Consumers
- Business partners
- Stock holders
- Marketers
- Journalists
- Prospective employers
- Co-workers
- Personal contacts

Reputation


CLEVER
FLEXIBLE
ENIGMATIC
POWERFUL
facebook
digg
YouTube
SOCIAL MEDIA ARE LIKE DISTORTING MIRRORS - YOU SHOULD MANAGE YOUR REPUTATION TO PREVENT AN UNEXPECTED IMAGE FROM SHOWING UP.

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How can a negative online reputation affect you?

The results of a negative online reputation may be as subtle as a user seeing damaging content about you or as damaging as employment termination. This will often cement trusted news and legal results in the top search rankings so that even if a case is dismissed or resolved, you'll be living with the consequences for years to come. Things like, determining who is responsible for the negative reputation, if you'll have to reposition or remove certain employees or dealing with potential losses in workforce, add further monetary, morale and growth consequences.

How do you assess your online reputation?

Start with simple searches online.

- Your Name
- Company
- Brand(s)
- Product(s)
- High profile employees
- Handles/usernames

Keep track of results

- Keep a simple spreadsheet on what keyword and keyphrase search results are
- Use a consistent method of recording this data
- Do it frequently

Tools for searching names

- http://namechk.com
- http://knowem.com
- http://checkusernames.com
- http://www.namechecklist.com

The Potential Problem

- No visibility means no online presence
- Someone else with your name could have damaging content out there
- Squatters

The Not-So-Obvious Problem

- When consumers, shareholders, employers, the media, etc. are seeking information about you, you want them to find relevant and positive results

- When a result is found, how many of those results are within your control?

3,800 marketers surveyed

The Obvious Problem

- Squatted usernames
- Squatted domains
- Doppelgangers
- Job changes
- Name changes
- Negative comments
- False information
- Fake profiles
- Trademark infringement
- Bad news coverage
- Legal documents
- Complaint sites
- Competitor attacks
- Hate sites
- Personal scandals
- Corporate scandals
- Industry perceptions

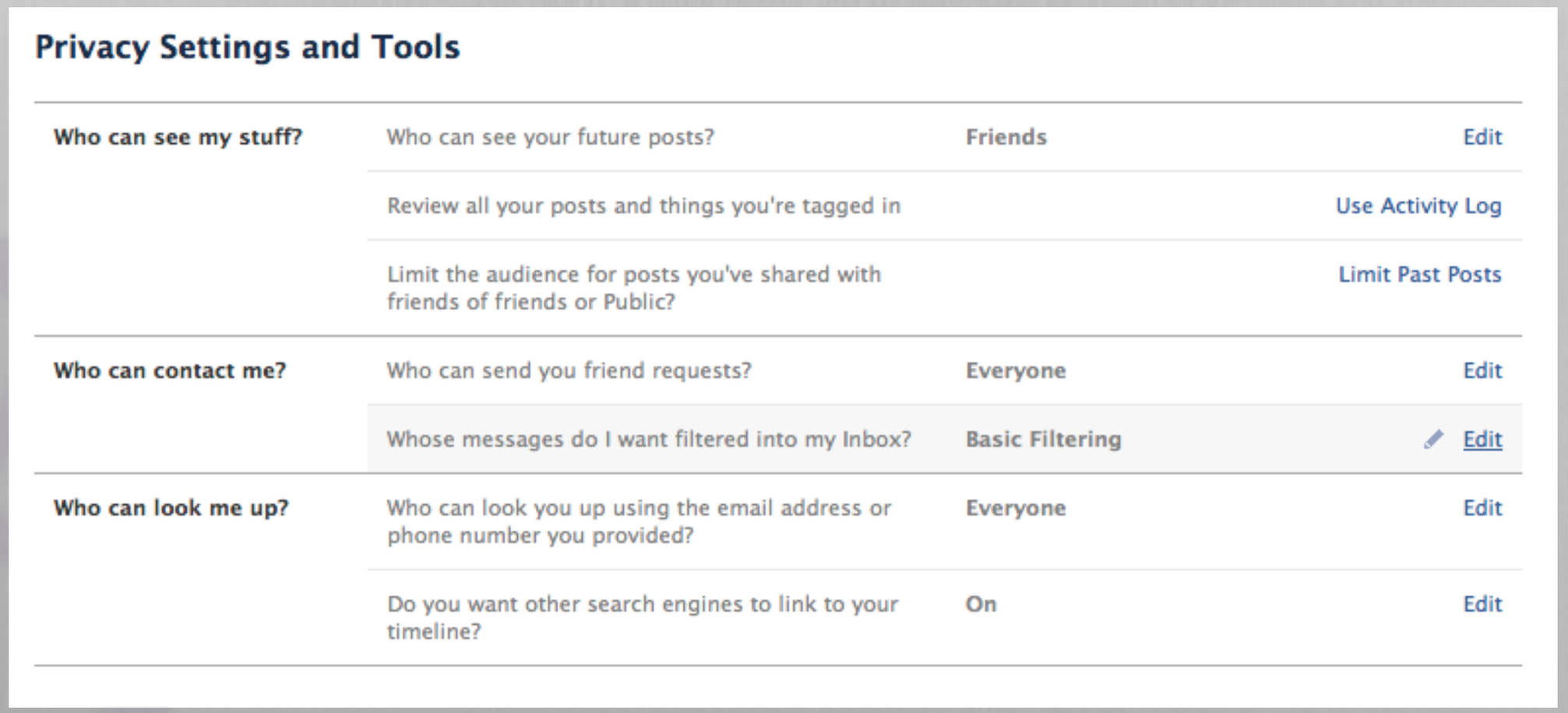
Build Your Reputation

- Protect Your Name
- Purchase all relevant domains
- Claim social media names
  - Facebook
  - LinkedIn
  - Twitter
  - Naymz

Set Privacy Settings

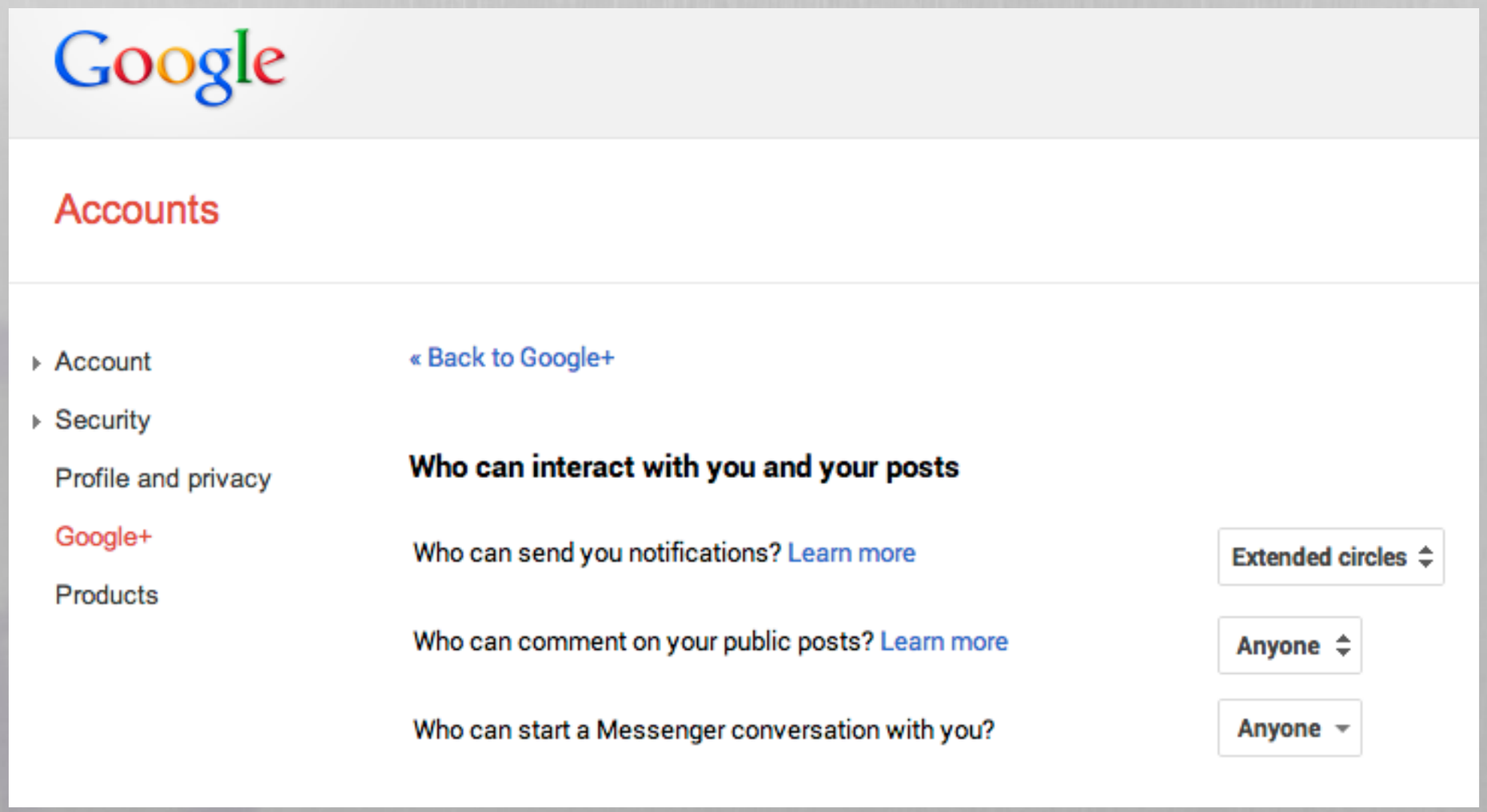
Once you've secured your username, you need to protect it.

Facebook



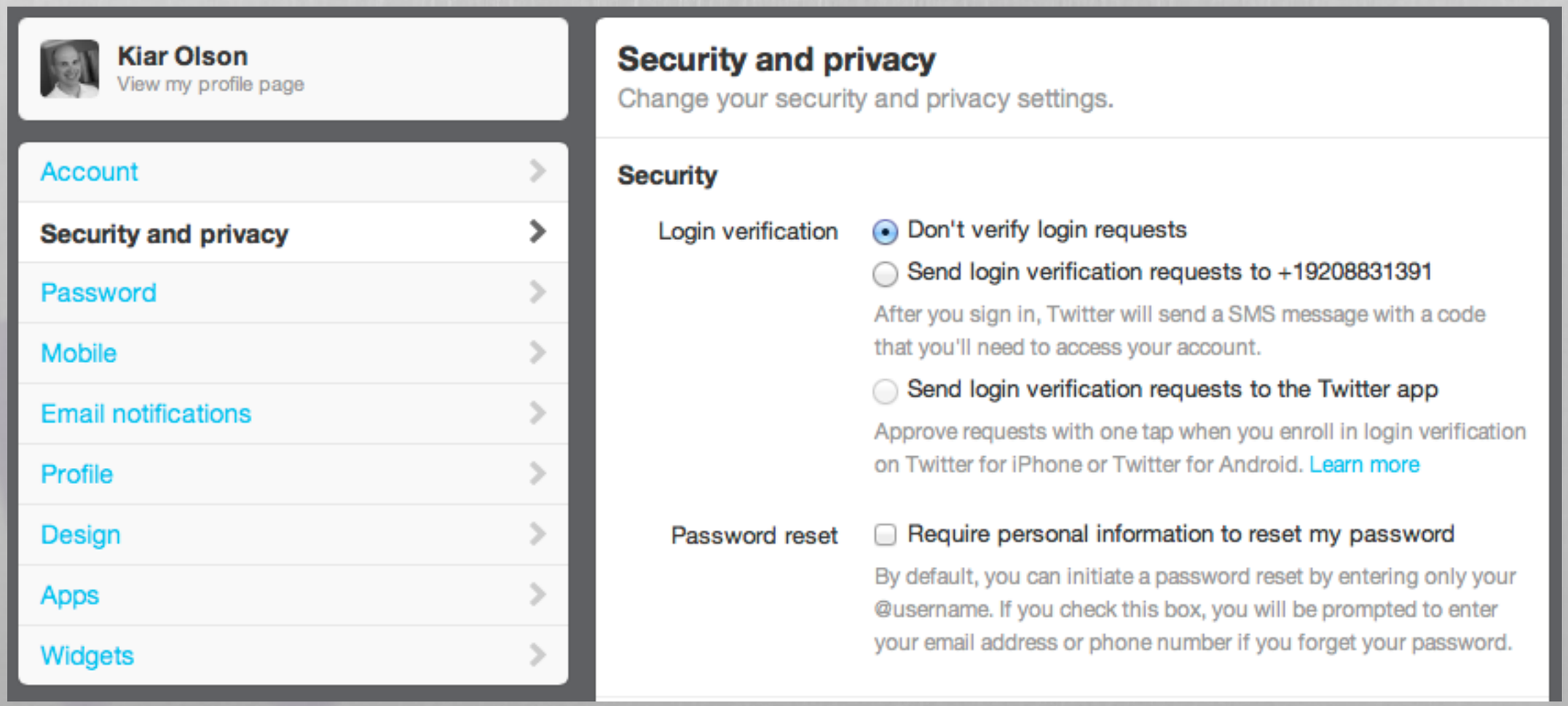
Set Privacy Settings

Google +



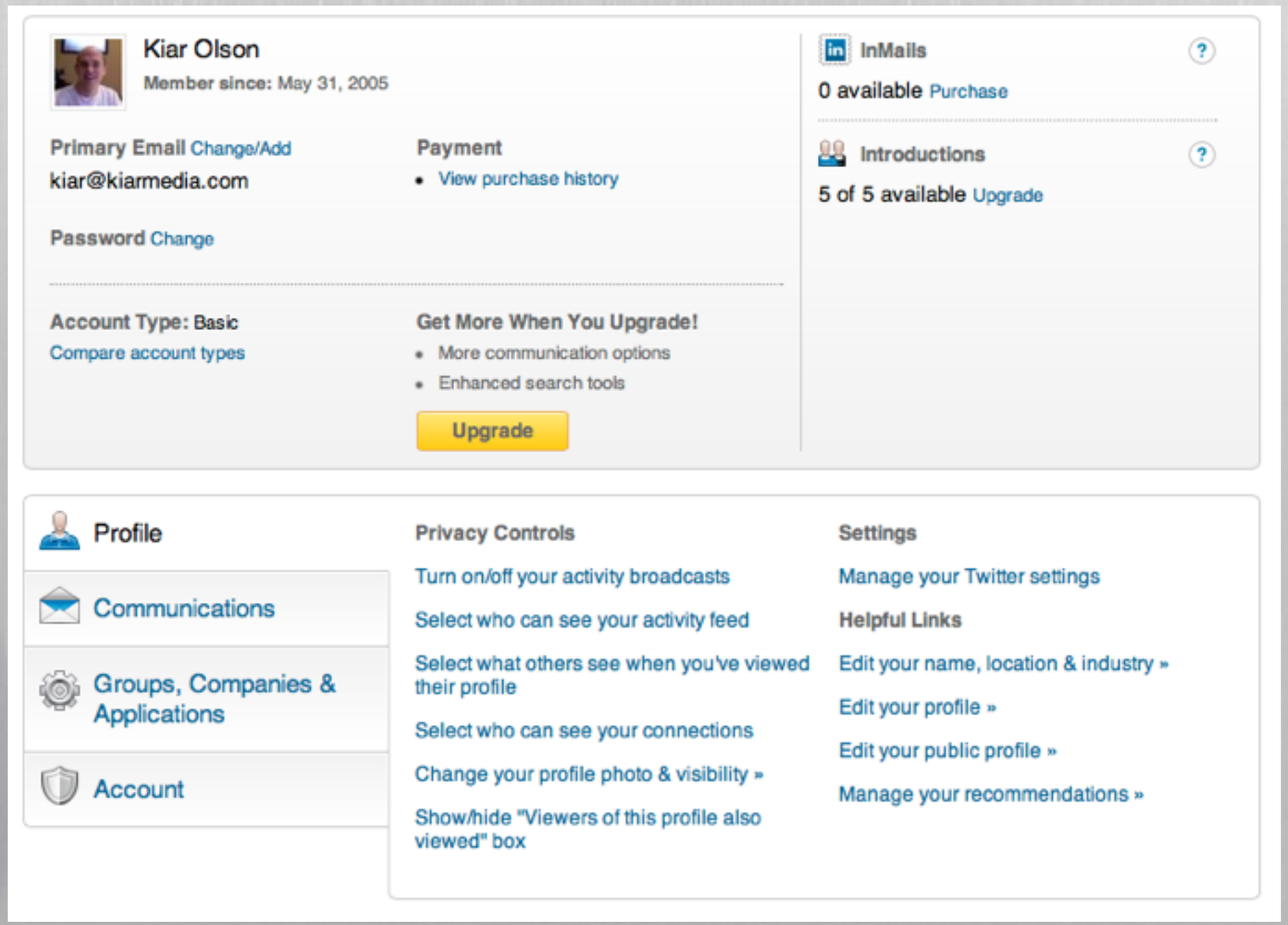
Set Privacy Settings

Twitter



Set Privacy Settings

Linkedin



Tools to Track Your Online Reputation

RSS feeds: http://www.feedreader.com

Keyword searches: http://www.google.com/alerts

Twitter: https://twitter.com/search-home

Blogs: http://technorati.com/search/

Social Media: http://socialmention.com

Forums and Message Boards: http://boardreader.com

Build Your Reputation

- The best way to keep unwanted content off the web is to not post any. Or directly respond when something is posted.
- Set up your social media and web profiles and manage them
- Delete unwanted social media accounts
- Get involved in social commenting

Social Commenting

- Professional sites like LinkedIn, Naymz and Plaxo
- Personal sites like Facebook, Twitter and MySpace
- School-related sites like Classmates and Reunion
- Corporate sites like BusinessWeek, Crunchbase and FastCompany
- Review sites like Yelp and Amazon
- Media sites like Flickr, YouTube or Vimeo
- Resume sites like Emurse, Resume Social and Rezume
- Bookmarking sites like StumbleUpon, Reddit, Digg or Mixx
- Popular industry blogs
- Industry-specific social networks, forums and groups
- Local social networks, forums and groups
- Special interest or lifestyle social networks, forums and groups

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Social Media Management

- Use tools like HootSuite to manage multiple Twitter accounts.
- Use Disqus to track your comment threads.
- Use Atom Keep to update multiple profiles at once.
- And, think about Sendible.com to aggregate multiple social accounts

Social Media Management

- Be available
- Think customer service
- Own your negatives
- Build Credibility
- Respond to criticism

http://outspokenmedia.com/guides/orm-guide/

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