

# Managing Your Online Reputation

What you need to know

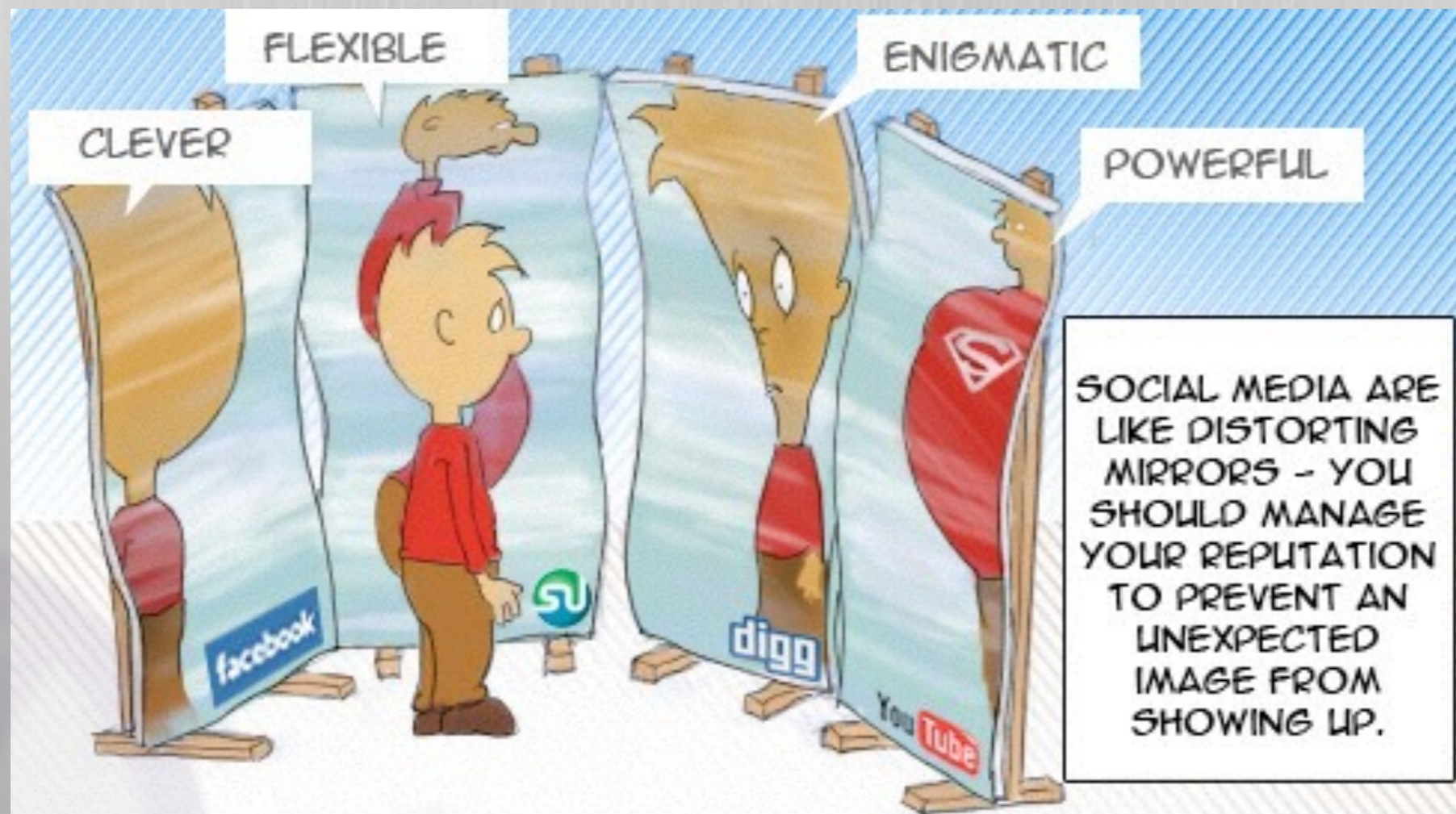


# Who cares about your online reputation?

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



# 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?

# 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

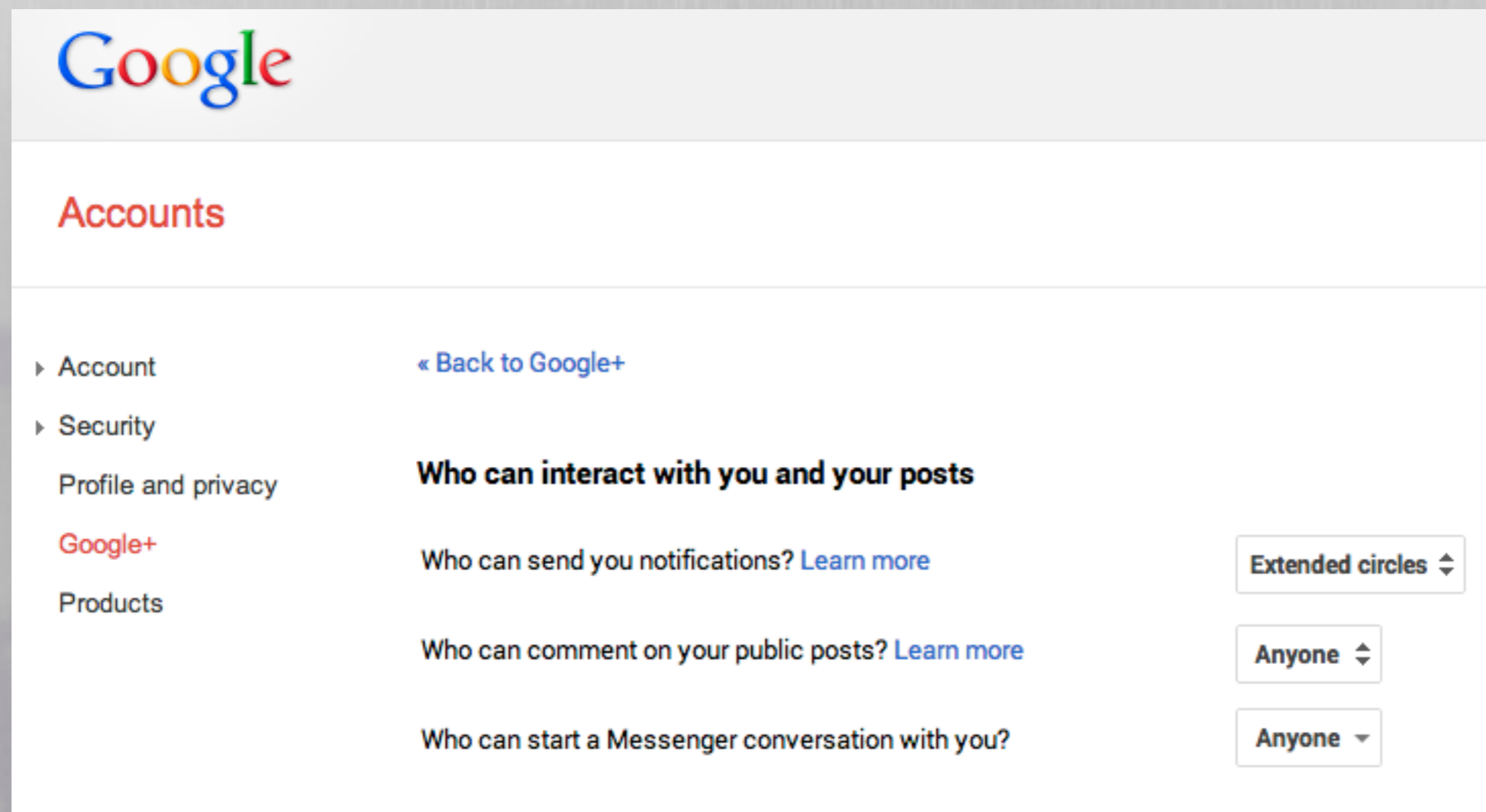
Once you've secured your username, you need to protect it.

Facebook

Privacy Settings and Tools			
<b>Who can see my stuff?</b>	Who can see your future posts?	Friends	<a href="#">Edit</a>
	Review all your posts and things you're tagged in		<a href="#">Use Activity Log</a>
	Limit the audience for posts you've shared with friends of friends or Public?		<a href="#">Limit Past Posts</a>
<b>Who can contact me?</b>	Who can send you friend requests?	Everyone	<a href="#">Edit</a>
	Whose messages do I want filtered into my Inbox?	Basic Filtering	<a href="#">Edit</a>
<b>Who can look me up?</b>	Who can look you up using the email address or phone number you provided?	Everyone	<a href="#">Edit</a>
	Do you want other search engines to link to your timeline?	On	<a href="#">Edit</a>

# Set Privacy Settings

Google +



The screenshot shows the Google+ interface. At the top left is the Google logo. Below it is the 'Accounts' section. A left-hand navigation menu includes 'Account', 'Security', 'Profile and privacy', 'Google+', and 'Products'. The main content area is titled 'Who can interact with you and your posts' and includes a 'Back to Google+' link. Three settings are listed: 'Who can send you notifications?' (set to 'Extended circles'), 'Who can comment on your public posts?' (set to 'Anyone'), and 'Who can start a Messenger conversation with you?' (set to 'Anyone').

Google

Accounts

Account      « Back to Google+

Security

Profile and privacy

**Google+**

Products

**Who can interact with you and your posts**

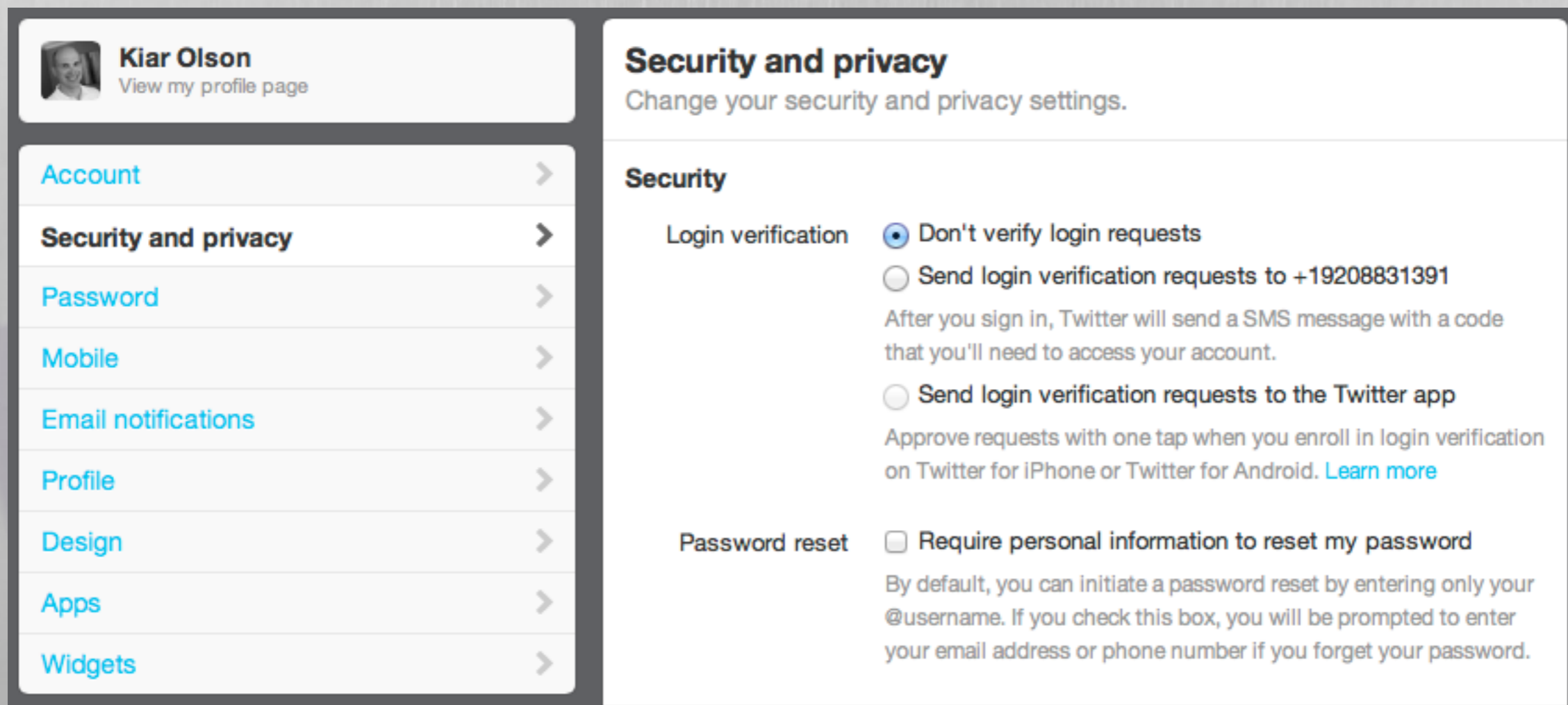
Who can send you notifications? [Learn more](#)      Extended circles ⇅

Who can comment on your public posts? [Learn more](#)      Anyone ⇅

Who can start a Messenger conversation with you?      Anyone ▾

# Set Privacy Settings

Twitter



**Kiar Olson**  
View my profile page

- Account >
- Security and privacy** >
- Password >
- Mobile >
- Email notifications >
- Profile >
- Design >
- Apps >
- Widgets >

## Security and privacy

Change your security and privacy settings.

### Security

**Login verification**

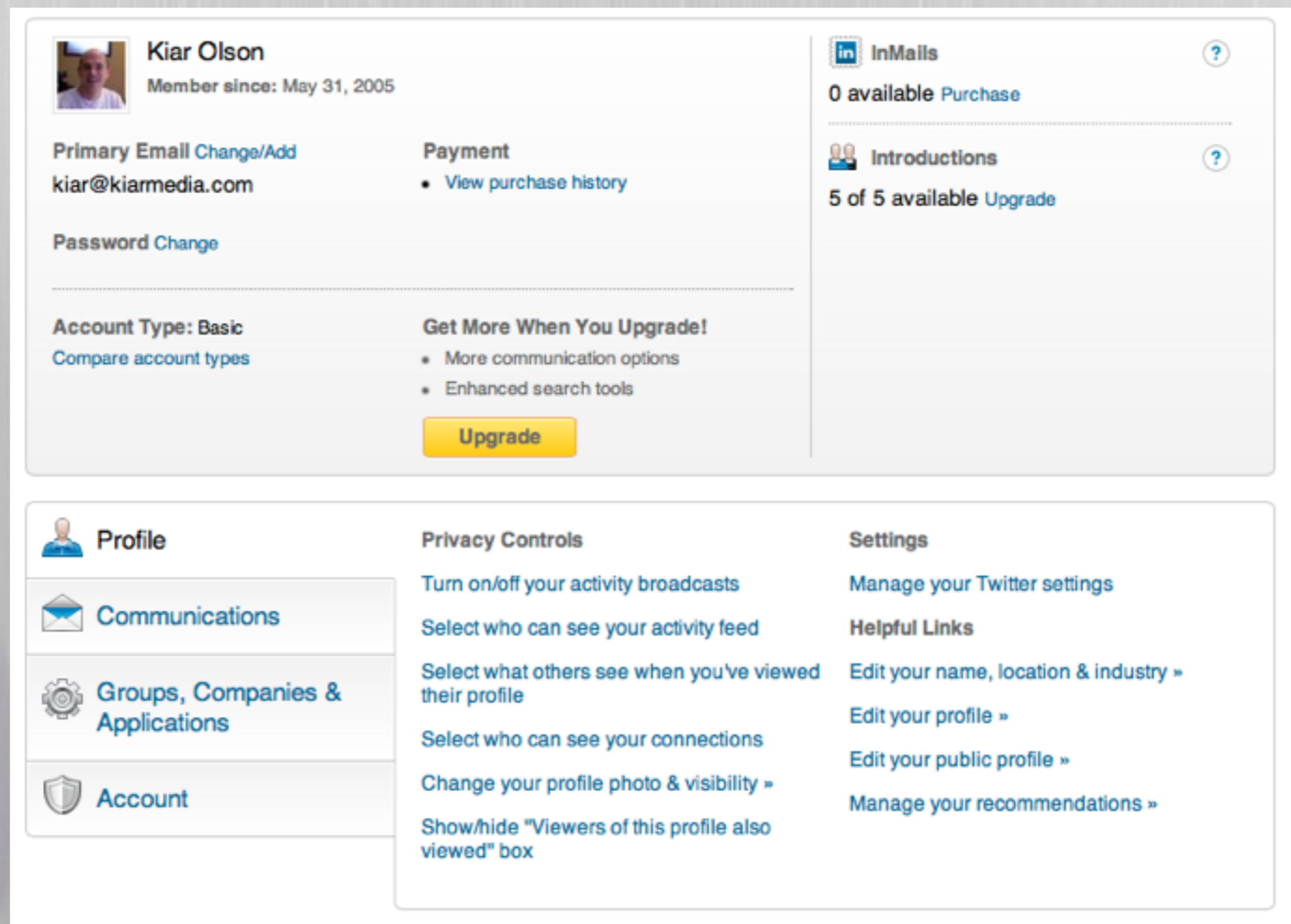
- Don't verify login requests
- Send login verification requests to +19208831391  
After you sign in, Twitter will send a SMS message with a code that you'll need to access your account.
- Send login verification requests to the Twitter app  
Approve requests with one tap when you enroll in login verification on Twitter for iPhone or Twitter for Android. [Learn more](#)

**Password reset**

- Require personal information to reset my password  
By default, you can initiate a password reset by entering only your @username. If you check this box, you will be prompted to enter your email address or phone number if you forget your password.

# Set Privacy Settings

LinkedIn



**Kiar Olson**  
Member since: May 31, 2005

[Primary Email Change/Add](#)  
kiar@kiarmedia.com

[Payment](#)  
• [View purchase history](#)

[Password Change](#)

**Account Type: Basic**  
[Compare account types](#)

**Get More When You Upgrade!**  
• More communication options  
• Enhanced search tools

[Upgrade](#)

**InMails** [?](#)  
0 available [Purchase](#)

**Introductions** [?](#)  
5 of 5 available [Upgrade](#)

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**Profile**

- [Communications](#)
- [Groups, Companies & Applications](#)
- [Account](#)

**Privacy Controls**

- [Turn on/off your activity broadcasts](#)
- [Select who can see your activity feed](#)
- [Select what others see when you've viewed their profile](#)
- [Select who can see your connections](#)
- [Change your profile photo & visibility »](#)
- [Show/hide "Viewers of this profile also viewed" box](#)

**Settings**

- [Manage your Twitter settings](#)
- Helpful Links**
- [Edit your name, location & industry »](#)
- [Edit your profile »](#)
- [Edit your public profile »](#)
- [Manage your recommendations »](#)

# 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

# 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

# Contact



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