

Google Yourself

Managing Your Online Reputation

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What We'll Talk About

- Why Reputation Matters
- Brand vs. Reputation
- Reputation Assessment
- Building Online Presence
- Reacting to Criticism
- What Would You Do?



Why Reputation Matters

50%

of consumers only give brands a week to respond to a question before they **stop doing business with the brand**.

Customers who received a response to their negative feedback were pleased with the response

46%

of the time.

22%

of customers who received a response from a brand posted a **positive comment** about the brand.

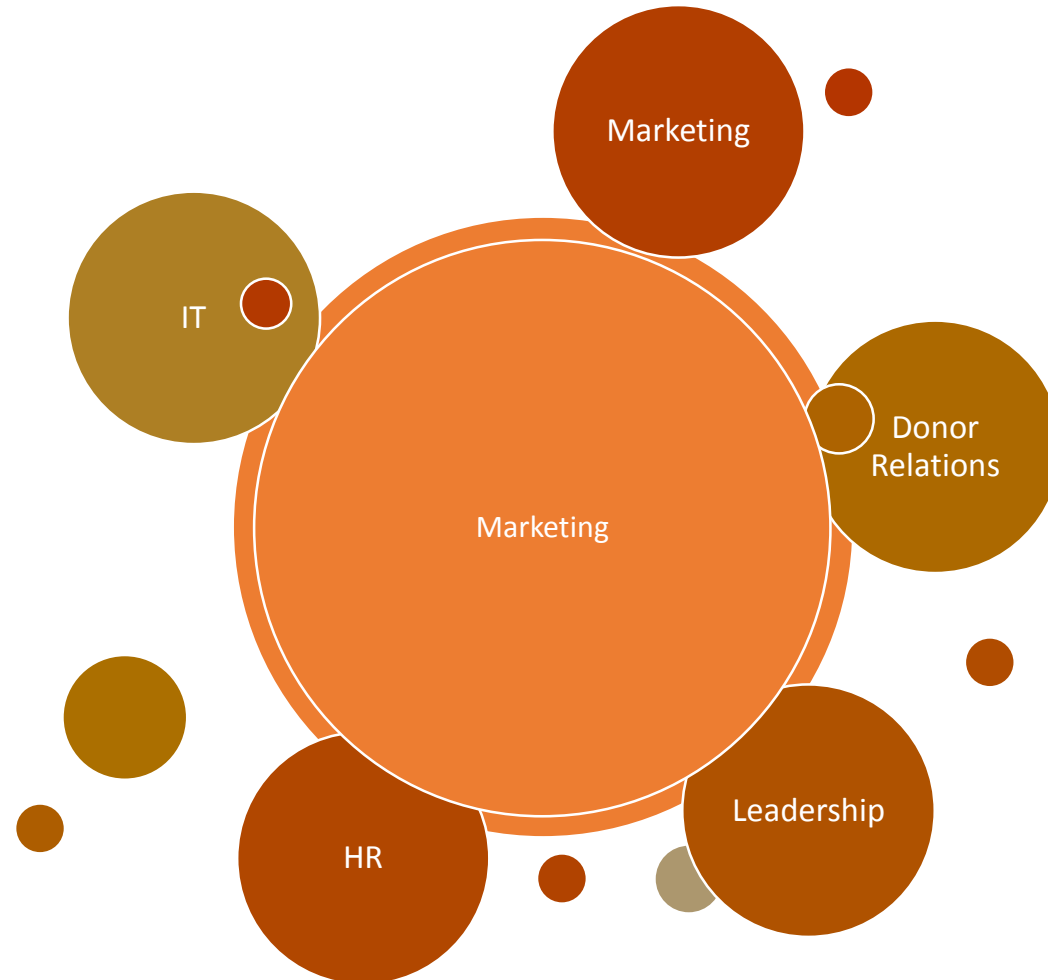
Why Reputation Matters

- Attract people who share your vision, passion, and mission.
- Financial stability (donors, attendance, volunteers, buyers).
- Builds loyalty and word-of-mouth
 - Peer reviews are 12x more trusted than advertising.
- Inspire others.

“ “ It takes 20 years to
build a reputation
and five minutes
to ruin it.

—Warren Buffett

Who is Responsible for Reputation?



Brand vs. Reputation

- Brand: *Perception held by current or past customers. More enduring. Some more control than reputation.*
- Reputation: *Perception held by the entire public. More temporary. Little influence over reputation, but can protect and strengthen it.*

Perception

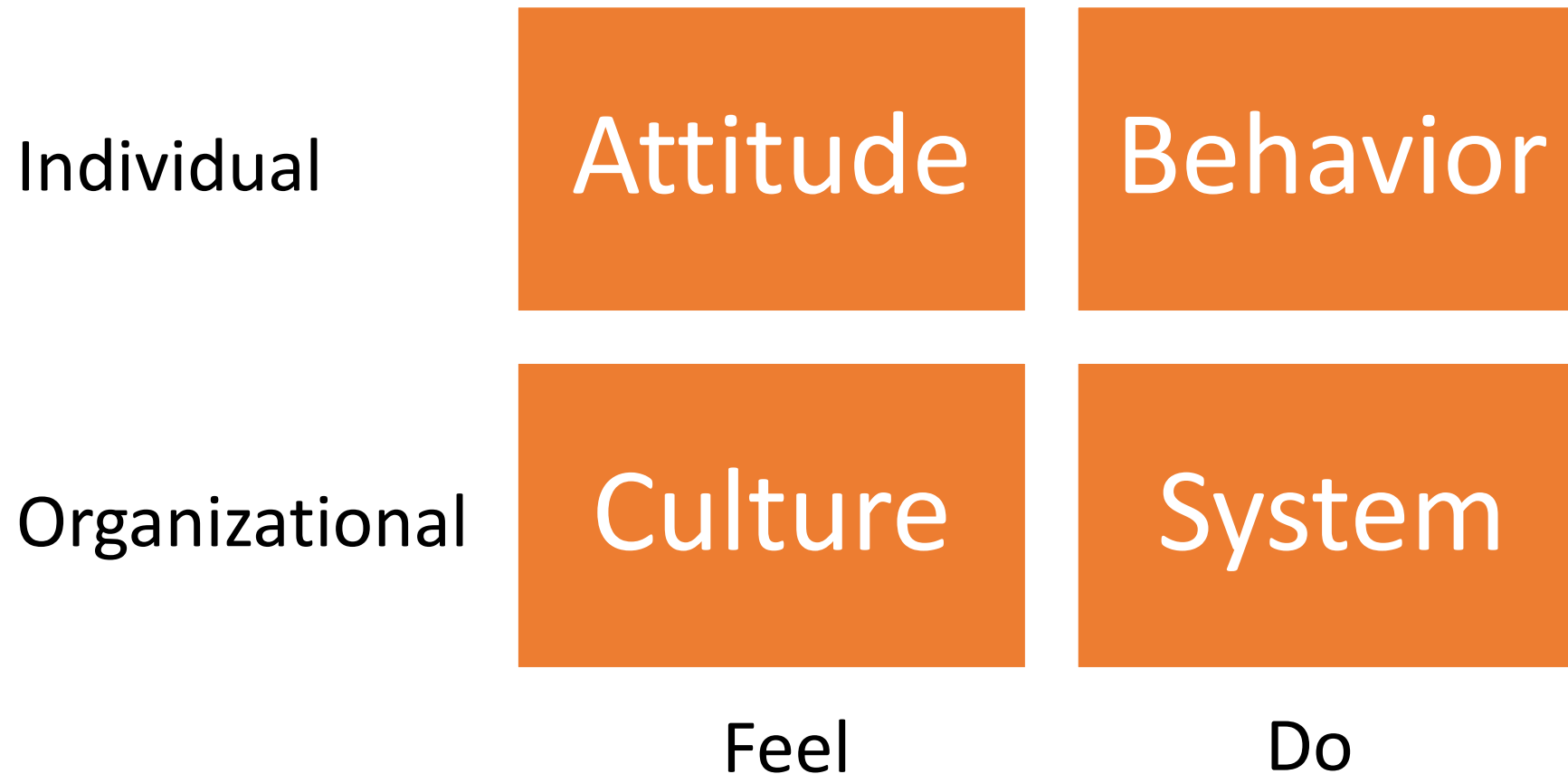
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Experience

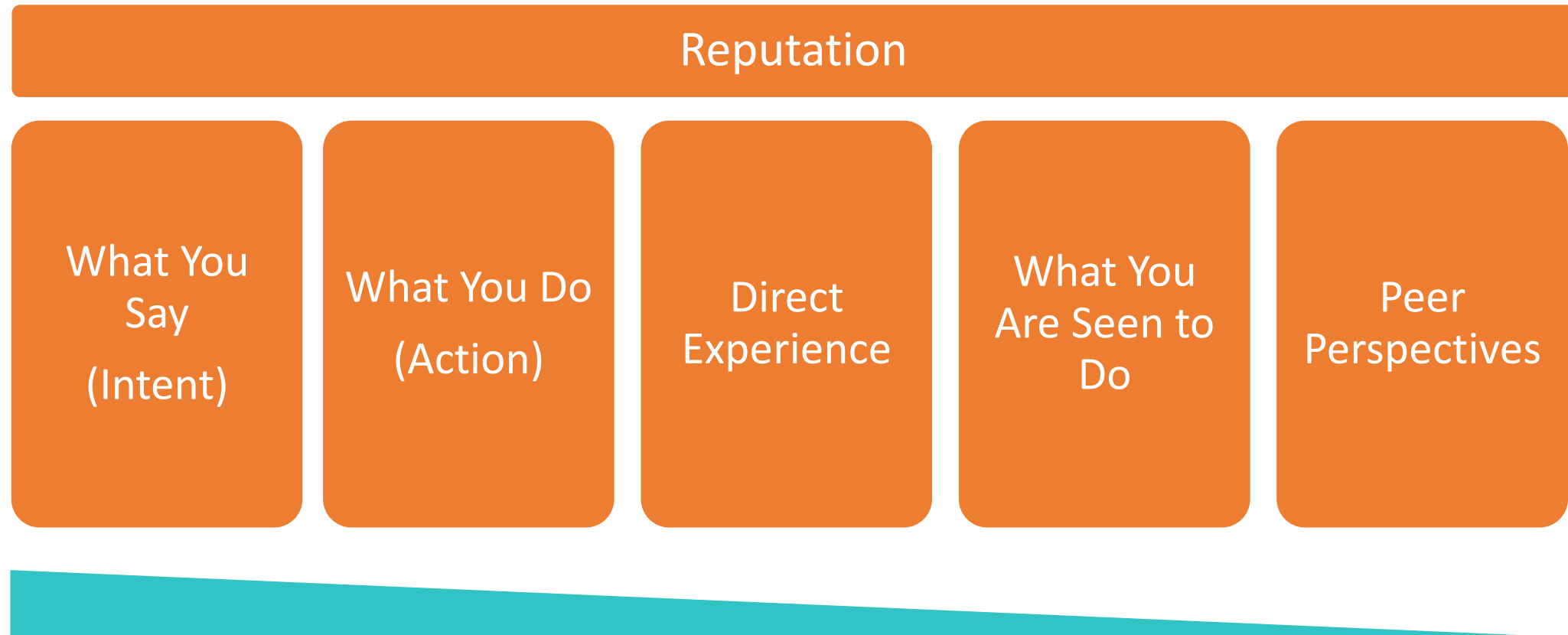
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Identity

Individual and Organizational Reputation



Individual and Organizational Reputation



CONTROL

One Extreme to the Other



...elaine @edeeyb · 11h

Used to love my @Spotify app but lately I hate it and am sooo close to cancelling that shit.. damn near broke my phone in frustration 2day



SpotifyCares @SpotifyCares · 2h

@edeeyb Hi Elaine! That doesn't sound good. How can we help? /N



...elaine @edeeyb · 43m

@SpotifyCares I'm not sure. The music always stops randomly on my phone so then I have to unlock and go to the app, then it starts back up



SpotifyCares 
@SpotifyCares



 Follow

@edeeyb That's not cool! Which device, operating system and Spotify version are you rocking? We'll see what we can suggest :) /N

8:33 AM - 17 Jun 2016



April Dunford
@aprildunford

15 Jan 10

You run a cafe. About 50% of your customers are working on laptops. You have one electrical outlet. I'm talking about you Mr. Dark Horse.



Dark Horse Espresso
@darkhorsecafe

 Follow

@aprildunford that's awesome... we are in the coffee business, not the office business. We have plenty of outlets to do what we need...

2:09 PM - 15 Jan 2010



One Extreme to the Other



Amy Scioscia @amyscioscia

01 Jul

@Seamless almost 2 hours and still no food delivery from Chanpen Thai in NYC. Not pleased and very hungry!!!!



Seamless ✓
@Seamless

Follow

@amyscioscia Definitely understandable! Do you have an order # so we can look into that for you?

10:50 AM - 1 Jul 2013



Tweet



Christian Conti @cconti

2h

Ordered from @hawkeandco and had my order cancelled and they wouldn't honor the discount on other products. Big fat Do Not Recommends!



Hawke & Co @hawkeandco

1h

@cconti We're sure your 320 followers will understand.

One Extreme to the Other



Who Is Doing It Right?

- @NikeSupport
- @XboxSupport (Most responsive of all time? They think so.)
- @Zappos_Service
- @BestBuySupport @GeekSquad
- @AmericanAir

Take It From the Experts

- Consider a separate support account.
- Respond ASAP.
- Add personality, use sign-off initials or names.^VO
- Go beyond “one and done” – follow up!



Reputation Assessment

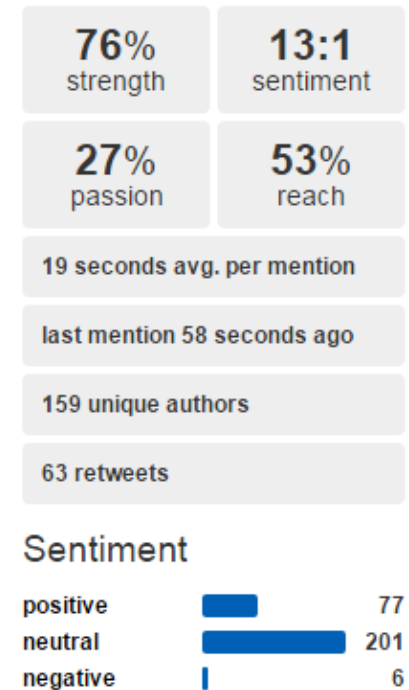
- Google Yourself
 - Disable personalized search, turn off location services
- Listen!
 - To your donors, customers, clients, partners, sponsors, etc. through surveys, polls, focus groups.
- Research
 - Use the tools and technology at your disposal

Sites to Check

- Glassdoor (company reviews)
- Reddit
- Yelp
- Amazon
- Google Images/News/Alerts/Me on the Web
- YouTube
- Quora

Tools to Help Monitor

- IceRocket (what are people saying about you)
- WhoLinksToMe.com
- Reputology (reviews)
- ReviewPush
- PinAlerts (when someone pins from your site)
- [Social Mention](#) (sentiment) and Mention
- [Klout](#) (your influence)
- Talkwalker Alerts (get alerted right away)
- If This Then That (IFTTT) if  then 



Social Media: What to Look For

- Positive and Negative Sentiment
- Mentions (product, website, company)
- Links
- Shout-Outs
- Influence and Reputation

WHAT IS INFLUENCE?

Influence is the ability to drive action. When you share something on social media or in real life and people respond, that's influence. The more influential you are, the higher your Klout Score.



**HOW WOULD YOU DESCRIBE
THESE COMPANY
REPUTATIONS?**









Write down what you **think** your organization's reputation is.

Write down what you **want** your organization's reputation to be.

Find someone who knows your organization and ask:
what is your impression of our organization and reputation?

Managing Your Reputation & Brand

- Build your online presence with a content strategy
 - Be on at least four social media channels as an organization
 - Have staff include the name of your organization in profiles
 - Start a blog
 - Publish original content
 - Re-use/share content from others
 - Have a strong “About Us” section
 - Respond to positive and negative feedback

Managing Your Reputation & Brand

- Create a formal response strategy:
 - When will you reply?
 - Who will reply?
 - What will you reply?



Realistic?

Just right?

Effective?

Responding to Comments

Ignore

Is it spam or junk?

Does ignoring align with your purpose?

Will someone else step in with a response?

Address

Is it a legitimate issue?

Is it high-impact?

Do you have a solution or explanation?

Yelp Example



0

5

C O.
Chandler, AZ

★ ★ ★ ★ ★

2/23/2011

First to Review

University College does not offer degrees that employers want or need.

I work full time and finding an online accredited degree was important to me. I did my research and discovered also the lack of GMAT requirements which also made me decide on DU University College. I have now completed half the degree requirements and have an A in my courses.

Putting it on my resume seems to elicit laughter rather than respect. Notice that the University College does not offer a true degree? How often in job openings do you see they want a Master's in Professional Studies? Never. Discuss with employers - they want a Master's degree in a field, not a Master's degree you buy online. Contact another University and ask if they will transfer the credits from University College; they will not.

Disappointing to find out you need to start over again to transfer within the college also. I'm not sure if I want to continue throwing good money after bad, I hope this will provide you with enough info that you will not make the same error in commitment that I did.

Was this review ...?

Useful 2

Funny

Cool

Bookmark

Send to a Friend

Link to This Review

Add owner comment



Contact another University and ask if they will transfer the credits from University College; they will not.

Yelp Example



★★★★★ 2/23/2011

I graduated from DU's University College in the spring of 2010. I absolutely loved my time at this school, and the final capstone project was one of the hardest things I've ever done. This is definitely not a program you just "buy" a degree - it wasn't an easy program.

I completely disagree with the previous review, as graduate degrees from a accredited school that is highly respected, as DU is, will set you way above people that just hold undergraduate degrees and even some graduate degrees. I have a Master of Professional Studies with emphasis in Organizational Leadership and Human Resources Administration, and have been told by recruiters that this degree ranks equal with an MBA with the same concentrations. I work in HR and I 100% degree. Just Google how many other big name colleges offer a Master of Professional Studies. A lot!

University College gave me the flexibility to work full-time and attend school full-time and I graduated in under 2 years. It is also a substantially less expensive program compared to other graduate schools, and you still get a degree from reputable private school (University of Denver). Also, without this degree many doors that weren't open to me before have now opened. I had great instructors, fabulous advisors, and an all around great experience. It is not an easy school, but your hard work will be rewarded at the end when you have that piece of paper.

I am a huge supporter of DU - University College. No education is a waste, this will get you better jobs and more money. I would do it over in a heartbeat and do refer this school to others.

Was this review ...?

💡 Useful 25 😄 Funny ❄️ Cool 4

🔖 Bookmark ✉️ Send to a Friend 🔗 Link to This Review

💬 Add owner comment



I completely disagree with the previous review...

Is it high-impact?

- United Breaks Guitars



- Patrick Stewart



Patrick Stewart ✓
@SirPatStew

Follow

All I wanted to do was set up a new account with [@TWCable_NYC](#) but 36hrs later I've lost the will to live.

RETWEETS
1,714

LIKES
842



- FedEx



Responding to Criticism

- Get all sides of the story and read the commentary.
- Acknowledge the comment.
- Act quickly.
- Apologize with sincerity if you're wrong.
- Remember the Internet never forgets.
- Avoid formal language (unless that's your brand).
- Provide a solution and follow through as promised.
- Be genuine.



DON'T
BE A
ROBOT

WHAT WOULD YOU DO?

#myNYPD



Layla Sola
@ljsola



+ Follow

thanks #mynypd for beating up octogenarian jaywalkers. I feel safer.
pic.twitter.com/ihmcmSFRwn

Reply Retweet Favorite Buffer More



RETWEETS
78

FAVORITES
33

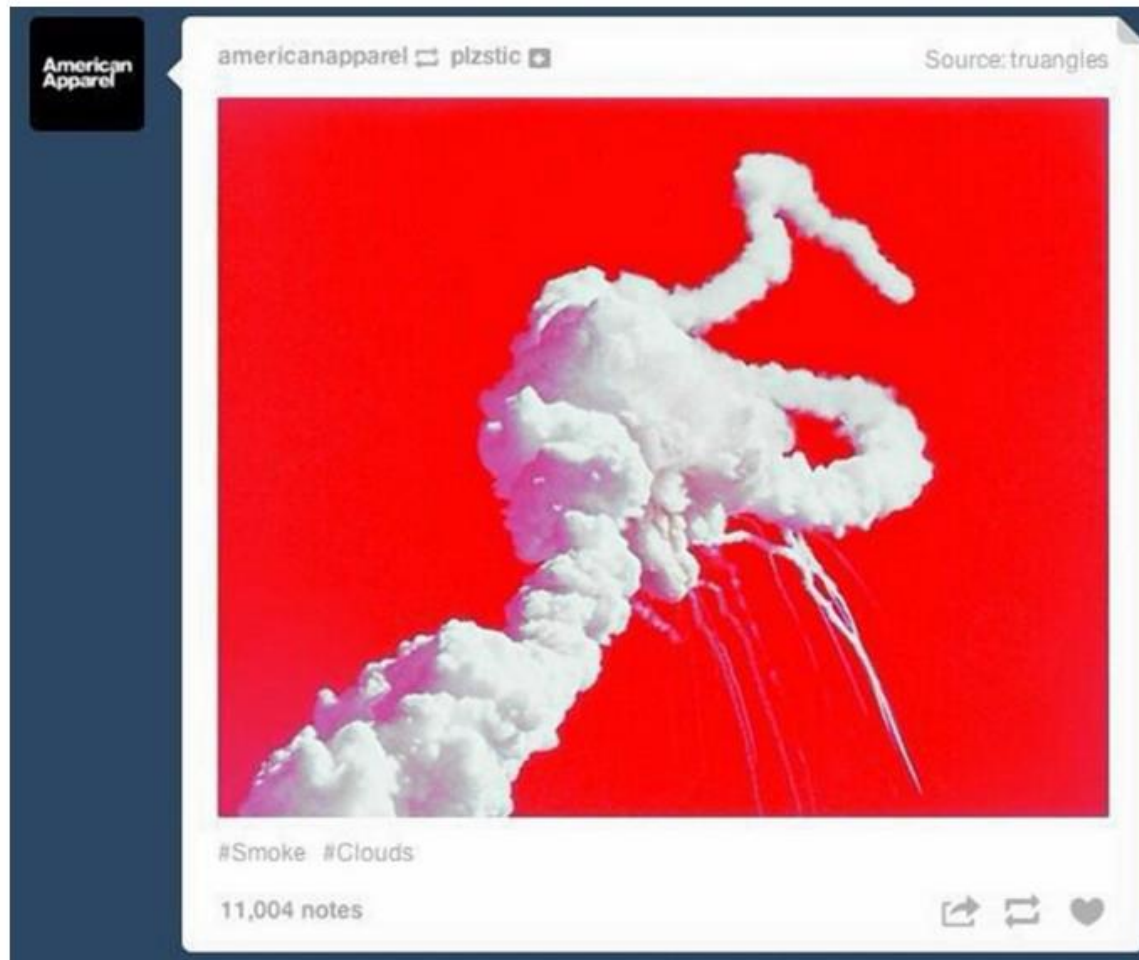


NYPD asked followers to post pictures of themselves interacting with NYPD with #myNYPD. 10,000 tweets per hour posting about police brutality.

NYPD Response

NYPD Commissioner Bill Bratton actually seemed to be pleased with the response and said, "I kind of welcome the attention. We really broke the numbers. Send us your photos, good and bad. I am a strong supporter and advocate of social media."

Fourth of July



American Apparel posted a photo of the Challenger exploding on the Fourth of July.

American Apparel Response

We deeply apologize for today's Tumblr post of the Space Shuttle Challenger. The image was re-blogged in error by one of our international social media employees who was born after the tragedy and was unaware of the event. We sincerely regret the insensitivity of that selection and the post has been deleted.

American Apparel®

DiGiorno Pizza



DiGiorno Pizza 
@DiGiornoPizza


#WhyIStayed You had pizza.

9/8/14, 11:11 PM

DiGiorno tweeted with the trending #WhyIStayed hashtag, not knowing it referred to domestic abuse

DiGiorno Pizza Response



DiGiorno Pizza 

@DiGiornoPizza



Follow

A million apologies. Did not read what the hashtag was about before posting.

 Reply  Retweet  Favorite  More

RETWEETS

132


FAVORITES

143



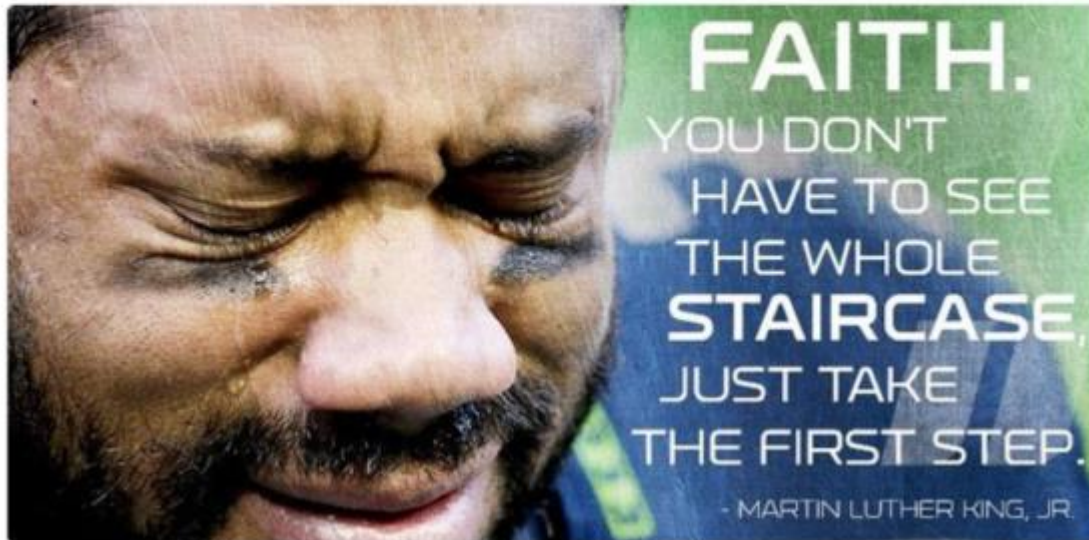
11:15 PM - 8 Sep 2014

Seattle Seahawks

 Seattle Seahawks @Seahawks · 25m

We shall overcome.

#MLKDay



Seattle Seahawks
post on Martin
Luther King Jr. Day
(day after securing
Super Bowl slot).

Seattle Seahawks Response



Seattle Seahawks ✓

@Seahawks

Follow

We apologize for poor judgment shown in a tweet sent earlier. We did not intend to compare football to the civil rights legacy of Dr. King.

2:28 PM - 19 Jan 2015



1,326



1,170

Red Cross



Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right [#gettnngslizzerd](#)

HootSuite • 2/15/11 11:24 PM

The Red Cross tweeted this to more than 100 million followers.

Red Cross Response

We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.

about 11 hours ago via ÜberTwitter
Retweeted by 86 people



RedCross
American Red Cross

"We are an organization that deals with life-changing disasters and this wasn't one of them," says Harman [social media director for the Red Cross]. "It was just a little mistake."

Dogfish Head Response

RT @Michael_Hayek: #craftbeer
@dogfishbeer fans, donate 2
@redcross 2day. Tweet with
#gettngslizzerd. Donate here
<http://tinyurl.com/5s72obb>

2 hours ago via TweetDeck ☆ Favorite ↻ Retweet ↩ Reply

Crisis

- Crisis: *An abnormal, unstable, and complex situation that represents a threat to the strategic objectives, reputations, or existence of an organization.*
- Crisis Management: *Making, implementing, and communicating strategic decisions under exceptional circumstances of intense scrutiny and high organizational risk.*

Crisis #FAILS

- Failure to support those impacted by the crisis (customers, employees, etc.)
- Failure to acknowledge the gravity of the situation quickly
- Failure to keep people updated
- Failure to show you are in control
- Failure to express the right emotions

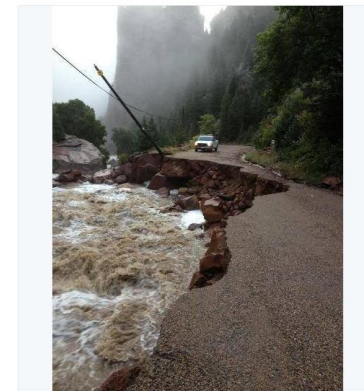


Before, During, and After Crisis

- Before: have a plan, know the players, update your strategy
- During: distribute talking points, be consistent, update frequently
- After: summarize events and response, give resources, focus on prevention, don't simply rely on social media (use email, direct mail, etc.)

Tools to Use in Crisis

- Google Docs or Dropbox (for up-to-the-minute talking points)
- Hashtags
- Mass Texts
- Google Public Alerts and Crisis Maps
- Facebook Safety Checks
- Storify



QUESTIONS?