What is
Reputation Management?

Reputation Management

Also known as "Rep Management", "Online Reputation Management" or "ORM", Reputation Management is actively monitoring the internet reputation of an individual, business, or brand; to identify what other people are saying about you, and taking the steps to ensure that the general consensus is in line with your goals.

Why Do I **Need** Online Reputation Management?

- The power has shifted away from businesses and toward consumers when it comes to voicing a company's marketing message.
- It takes time, effort and strategy to build a solid company reputation, but everything you've worked to build can be undone in just a few hours.
- Negativity spreads like wildfire in an environment that's open 24/7. Any online content, positive or negative, impacts how people view your business.
- 83% of consumers say online reviews influence their perceptions about companies.
- 80% report that negative online comments changed their purchasing decision (source: eMarketer.com).

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SEO vs. ORM

- Search Engine Optimization and Online Reputation Management have been used interchangeably, yet they are not one in the same. In actuality, there are two distinct differences:

- SEO techniques drive negative search engine results down the page, whereas ORM monitors and controls the top spots.

- SEO focuses on search engines, whereas ORM focuses on the business or person.

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How to Build Your Online Reputation Using Social Media

Develop a Social Media Strategy

Developing a social media strategy will help you manage your online reputation effectively, as well as ensure you are using the right platforms, engaging with your target audience and monitoring your accounts appropriately.

Following these 4 rules in your strategy will help you succeed:
- **Be focused**
- **Be authentic**
- **Be meaningful**
- **Be aware**

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How to Build Your Online Reputation Using Social Media

Pick the Right Social Media Platforms

When starting out on social media, select one platform that is the most appropriate for your business. As you become familiar with social media, start integrating other social media tools.

Major platforms such as Facebook, Twitter and LinkedIn can be an excellent place to start. However, the most important thing to consider is which social networks your target audience are accessing.

How to Build Your Online Reputation Using Social Media

Create Conversations

- Social media allows you to exchange ideas and form relationships with your target audience.

- Posting unique and interesting content instead of blasting promotional messages to users will help build and establish your business' reputation.

- Post interesting articles, blog posts, videos, photos or curate content from other experts in your field.

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How to Build Your Online Reputation Using Social Media

Create Conversations Cont.

- Put your fans first. People love posts they can identify with, such as the approaching weekend or holiday plans.
- Tell your success stories. They are interesting to read, while demonstrating the value you can offer. Ask your customers for feedback and testimonials.
- Share news and events updates.
- Highlight charities that your company or employees are involved in.
- Give a "behind the scenes" look into your business.
- Feature an outstanding employee.

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How to Build Your Online Reputation Using Social Media

Blogging

- Having a blog will build your profile as an industry expert and leader, allow you to share information with your clients and customers and will also attract more traffic to your site through better SEO.

- What you write is up to you, but try to spark discussion and share experiences, ideas and relevant information. To build traffic, read other blogs and comment so that it links back to your own blog.

- If you find yourself running out of interesting content for your blog, curating content from other experts is an excellent way of ensuring you have a steady stream of quality material.

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Monitoring Tools

Monitoring what's being said about your business helps you keep track of your online reputation, respond to comments in a timely manner, and improve your products, services and customer experience based on the feedback you receive.

Google

Free Tools:

Google Alerts - searches blog posts, articles, and news stories in Google's search engine database for requested queries. Enter your company name or other keywords related to your business, and receive email alerts with the results.

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Monitoring Tools

Free Tools:

socialmention*

Social Mention works similarly to Google Alerts. In addition to returns based on search queries, it displays information about the following:

- Brand strength — the likelihood that your company is being discussed in social media
- Sentiment — the ratio of positive to negative remarks
- Passion — the likelihood that individuals talking about your company will do so repeatedly
- Reach — the measure of your influence

Also included is a list of top users, keywords, hashtags, and sources, such as YouTube, Facebook, and Twitter.

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Monitoring Tools

Free Tools:

Google and Bing
Search engines are often overlooked as a way to find mentions of your company or its products, services, and employees. For example, a search on Google using your business name and location may display reviews from customers found in Google Local.
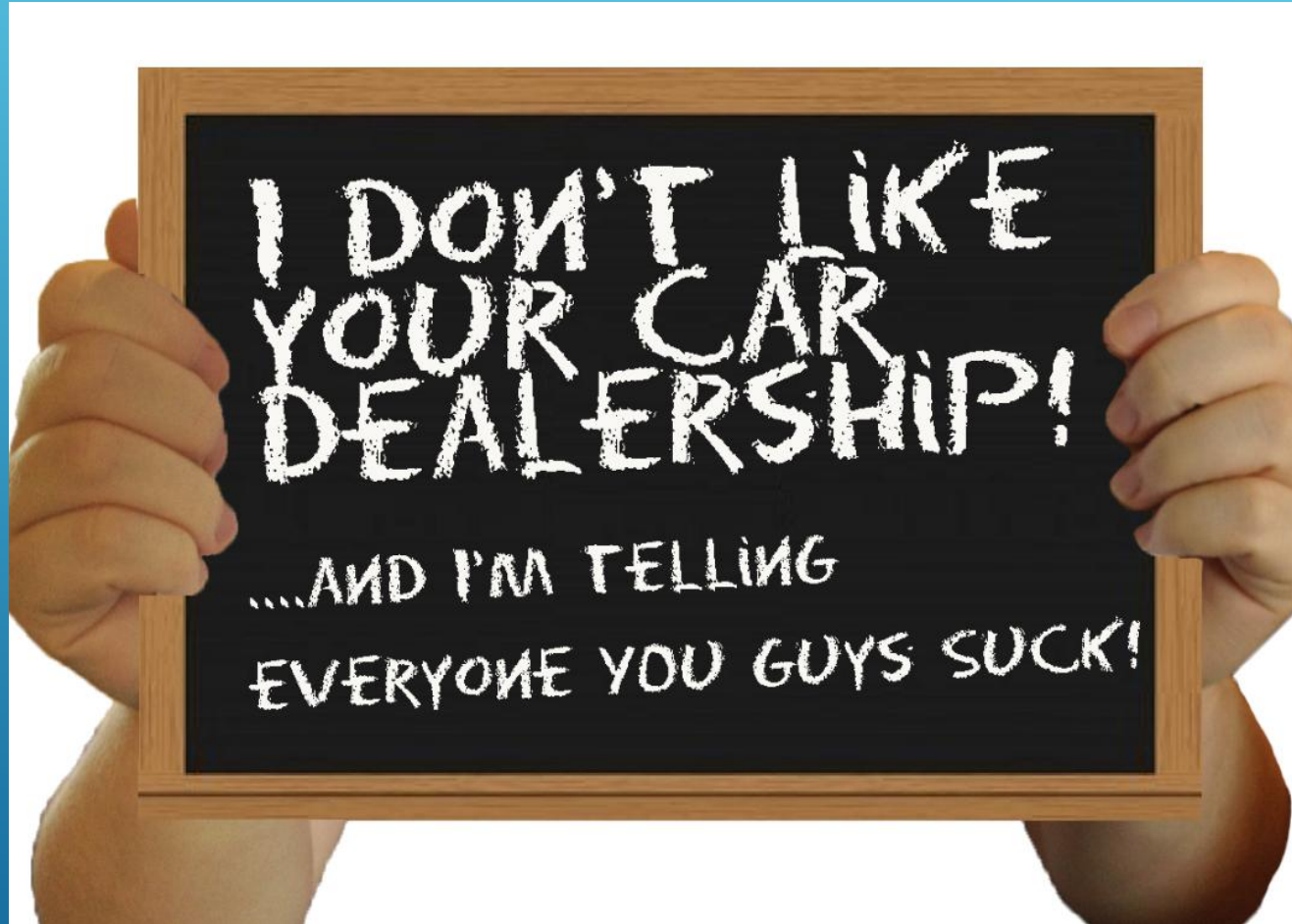
Monitoring Tools

The following social media monitoring tools can provide more in-depth information, with a monthly fee ranging from $9.99-$97/month.

These tools can track mentions, monitor social media sites and consumer review sites, provide alerts, analytics and more.

How to Handle Negative Reviews

How to Handle Negative Reviews

Respond Quickly!

- **Try to reply within 1 hour. You don't need to have all the answers right away. Customers just want you to acknowledge their issue so they that know you're looking into it.**

- **40% of respondents expect a response within hours of leaving a complaint (source: Convince & Convert).**

- **Let your customers know when they can expect a response. This helps you manage expectations and reduce negative feedback. You've acknowledged the issue and set a realistic time frame for a response.**

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How to Handle Negative Reviews

Acknowledge Mistakes

- When you apologize to fans on social media, you acknowledge mistakes and take ownership. This prevents the customer from continuing to blame your company for the mistake or issue. You can then you can focus on finding a solution.

- Make sure your apology is sincere. People will be quick to highlight apologies that appear to have been copied and pasted from a script or that lack emotion. Show your human side and use your natural tone of voice.

- Be honest and do everything in your power to fix the situation right away. Apologize for errors and do what you can to rectify them.

*Remember, it takes time to build trust with your customers, but it takes only seconds to lose it.

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How to Handle Negative Reviews

Take the Conversation Offline

- **All communications on social media are in the public eye, and when dealing with negative comments, this can prompt others to join in.**

- **The best course of action is to take the conversation offline so you can talk to the person one on one. This prevents the situation from escalating, and also helps calm the customer, because you're working with him or her to resolve the problem.**

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How to Handle Negative Reviews

Take the Conversation Offline Cont.

Facebook has a feature called "Private Message Page Replies" which allows a Page to reply to a comment on a post with a private message.
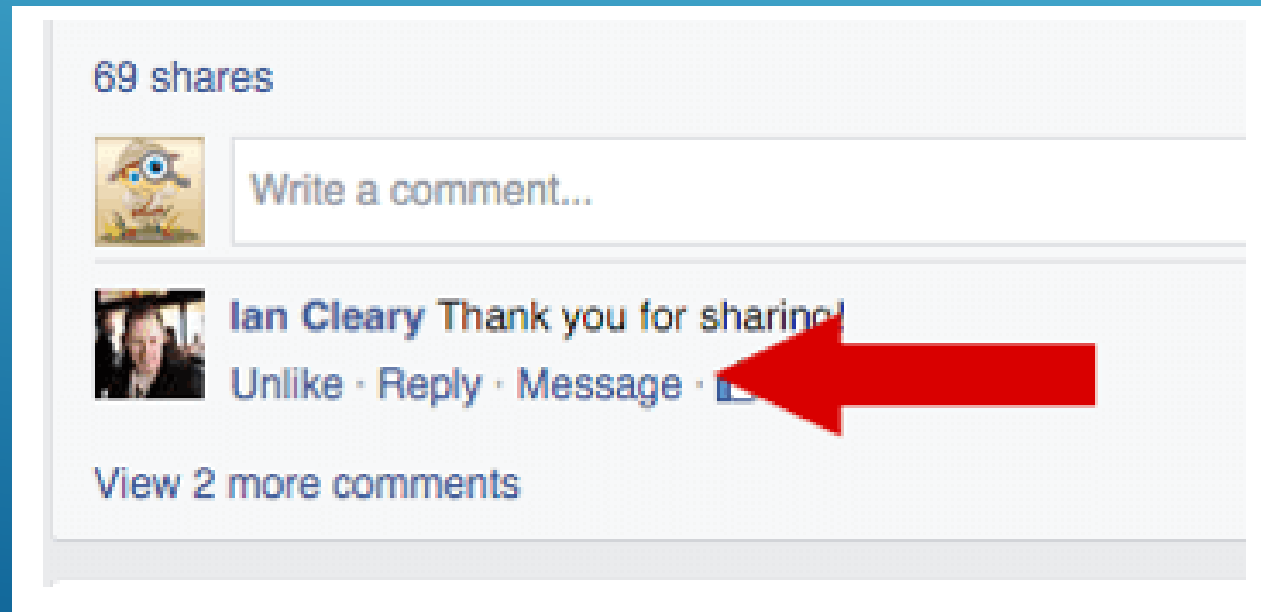
How to Handle Negative Reviews

Personalize Your Response

- Do not use an automated reply; you're sending a message that you haven't taken time to understand the customer's issue and don't value their input.

- The key is to personalize your messages, rather than copy and paste the same message every time.

Use these tips to reassure your customers:
- Reply using a conversational tone
- Include the customer's name in the response
- Let the customer know how you will fix the issue
- If it's a mistake, take ownership
- Acknowledge the customer's situation in your response

How to Handle Negative Reviews

Don't Take It Personally

- Customers aren't angry with you as an individual, they're angry about the situation they're in.

- Don't take complaints personally or you could respond to the customer in a negative manner as a result.

- The last thing you want to do is make matters worse and respond aggressively.

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How to Handle Negative Reviews

Put Together an Escalation Plan

- An escalation policy is a document that will help your employees figure out who to contact in the company when handling complaints. The document should include a full list of employees and departments in your company along with their contact details.

- An escalation policy not only speeds up your response time on social media, but also helps employees find solutions more quickly and empowers them to handle complaints effectively.

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How to Handle Negative Reviews

Go the Extra Mile

- One of the main reasons customers leave negative comments on social media is they haven't been able to get the information they need from the company.

- You don't need to have all of the answers immediately. When you don't have the answer, referring your customers to an external resource or even another company's product or service is actually a good thing.

- It increases trust as your customers will appreciate that you've gone the extra mile to help solve their problem.

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How to Handle Negative Reviews

Follow Up

- **Don't assume that you've resolved a complaint on social media once you've responded. Follow up to make sure you've fully met the customer's needs. A personal approach lets customers know you value their opinion and put their needs first.**

- **It's typically best to follow up with the customer within a couple of days. This helps you identify early issues and keeps the interaction top of mind. It's also a good way to gather feedback about the customer's overall experience with your company.**

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How to Handle Negative Reviews

Don't Delete Negative Comments

- Deleting negative social media comments won't make them go away. In fact, if you delete and ignore them, customers will likely keep on commenting and venting their frustration until you've addressed them.

- Customers like to see how your company resolves issues and when handled well, you will regain their trust.

- If a customer has clearly crossed the line and you've issued a warning, it's okay to hit delete or block that person.

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Questions?

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