



Online Reputation Management (Paula Monthofer)

Today almost everyone goes online to read what others are saying about people and their services. True or completely unfounded, these published materials will affect your reputation and influence your clients.

1. Handle the issue before it gets online
 - a. Take it offline – pick up the phone
 - b. Gauge satisfaction while providing service
 - c. Offer opportunities for feedback

2. Know what people are saying about you
 - a. Google Alerts
 - b. facebook - notifications
 - c. twitter - Hootsuite/tweetdeck column
 - d. Google and Bing yourself
 - e. Listen at doorways – Participate in the discussion

3. Address is better than Repress
 - a. When it goes bad:
 - i. Walk away. DO NOT respond for a while.
 - ii. When respond ALWAYS:
 1. Thank for Feedback
 2. Express your concern
 3. LIMS
 - iii. Hire online Reputation Management?

4. Own your online real estate
 - a. Knowem.com and Namechk.com

5. Monitor Privacy Settings Regularly
 - a. Major facebook changes = new default settings

6. Strong offense is better than best defense
 - a. Be Proactive!
 - b. Post – Blog, share, tweet, update website, forums, etc.
 - c. Content Marketing – yard sales, events, market reports
 - d. Promote customer reviews
 - e. Let others defend you