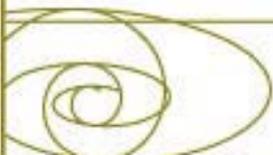




Online Reputation Management: The Dark Side of SMM

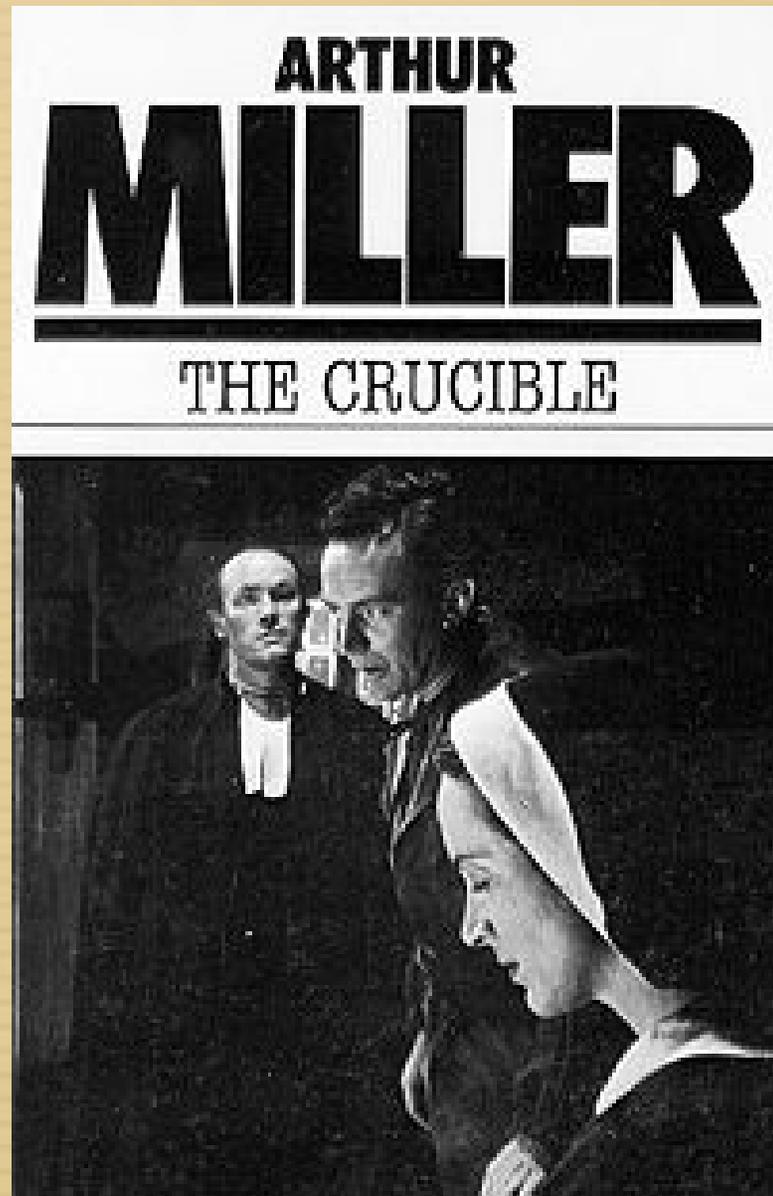


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The Crucible & Online Reputation Management

*Arthur Miller play about Salem
Witch Trials. Allegory of
McCarthyism and the hysteria
caused by accusation and
misinformation.*



How does negative online reputation start?

1. Rumors, often times cause by
misinformation

2. Make an honest mistake (factual
error, negative association,
grammatical error, misquote, etc.)

3. Product evangelist disenchanted
with your brand for good reason

4. Some people are just plain not nice



What can I do about it?

a hero

forthright and vocal

moderate comments on blog
calmly and fairly

use tools to help you keep track
of your reputation



Dell Case Study

Laptop catches fire

Dell hosts video on their site

Deal directly with issues

Accept responsibility and
create process for resolution



If it can be
negative, why
should I do
SMM?

You can't stop it

Your customers are talking about
with or without you

The benefits outweigh the
costs

5-11-1954



How do I Get Involved with SMM?

Engage in your online community

Research

Spent time reading

Identify influencers in your space

Leave appropriate comments

Contribute without expectation

Be consistent (like learning an instrument)

Watch out for SMM partners/vendors



Top 10 List for Handling The Dark Side of Online Reputation Management

1. Have a sense of humor

2. State the facts, comment, give as much information as is necessary and leave it

3. Remember that you can't affect what everyone believes

4. Use a reputation management tool

5. Participate in your online community, don't dictate or be a taker

6. Be visible, comment at the beginning of a social media crisis not the end

7. Monitor many social media networks for affecting your reputation

8. Apologize when you've made a mistake or commented unfairly

9. Remember that "Proof is in the pudding". Your reputation and brand are an

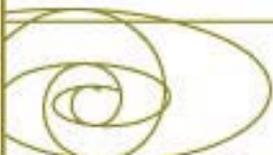
10. Result of many things, not just one event

11. Always...have a sense of humor

great joke about reputation management



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