MANAGING YOUR ONLINE REPUTATION

TAMMY FINCH, WEB SERVICES, INC

@WEBSERVICESINC  ★  #WCWAUKESHA
QUICKLY ABOUT ME

Website Designer since 1998  400+ active clients
 Small Business Owner
 Social Media Manager for 100+ clients
 WordPress Peoria Co-Organizer – 5 years
 Mom of two beautiful girls 😊

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“GOOD REPUTATION OFFLINE”

BUSINESS

• GOOD LOCATION
• YEARS IN BUSINESS
• NETWORKING SKILLS
• GOOD AT YOUR JOB

PERSONAL

• FRIENDLY
• INVOLVED PERSON
• HAPPY/PLEASANT
• RESPONSIBLE

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WHAT IS THE INTERNET SAYING?

Professional Work Ethic
Helpful Gentleman
Volunteer Participant
Promotes friends and others
Positive Review Writer

Fight Club Member
Road Rage Issue
Party Goer
Constant Complainer
Calls Into Work Often
To see what she shares with friends, send her a friend request.

**ABOUT**

- **Studied at Fork School, Smoke weed.**
- Past Stoners United and DGE
- **In a relationship**

**PHOTOS**

- **Hodge added 2 new photos — with Kroll and 12 others**
  - May 4, 2013
Okay, now I am really working, I promise, no really I am!
11:11 AM Mar 7th, 2007 from web

Okay, I am working, but my heart would rather play with Twitter!
10:38 AM Mar 7th, 2007 from web

I just got to work (Oracle), and I am doing as little as possible
10:16 AM Mar 7th, 2007 from web

PaulWilson
Paul Wilson
WHEN SOMEONE SEARCHES YOUR NAME ONLINE

Find Your Website
TammyFinch.com

Social Media Accounts

Articles About or by you

Positive Reviews From You

Business Name

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RESOURCES

• Google Alerts (free)
• Domain name – own it!
• Google Plus plus.google.com
• LinkedIn.com
• Mention.com (paid)
THE INTERNET SAYS…

“A Brand is what we (the Internet) say it is… “

Chris Lema - WC SF
BUSINESS DISCOVERY IN 5 (EASY) STEPS

• Google Yourself & Business Name
• Check Reviews (check ins)
• Customers talking?
• Social Media
• Employees talking?

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HAVE POLICIES IN PLACE

Teacher comments

Mrs. Hodges ☃
@Kree49

I already wanna stab some kids. Is that bad? 19 more days.

Newark, CA

Reply Retweet Favorite More

FAVORITE

1
POLICIES

• Talk to Employees – Protect your Brand
• Plan it - Have structured posts and conversations
• Keep 100% Control of Social Media
• Have a back up administrator
• LISTEN

• Policy Examples: http://socialmediagovernance.com/policies/

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ENFORCE YOUR POLICIES

DON’T HAND YOUR KEYS TO SOMEONE WHO ISN’T READY TO DRIVE.

Obamas gma even knew it was going 2 b bad! ‘She died 3 days b4 he became president’.
#nbcpolitics

I would like to personally apologize to President @BarackObama, his family and everyone on Twitter for the offensive tweet sent earlier.

#WCWAUKEsha
THERE ARE THOUSANDS OF EXAMPLES....

Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right #getnngslizzzerd

Retweeted by PaulCostanzo and 11 others

Thank f*** it's Friday! Can't wait to get out of this stubsucking hell hole.

Retweeted by The U thru Jason
10/5/12 7:33 PM

Former CFO Now Unemployed, on Food Stamps After Viral Video
ESTABLISH YOUR ONLINE REPUTATION

- Optimize your Website
- Be Visible on Industry Sites
- Check Local Directories
- Complete Social Profiles
- Be Active on Social
- Connect on Groups
KEEP CONTROL...

ASKED FOR MEMES –
GOT SO MUCH MORE

"Define 'drugged'."

MY SOCIAL MEDIA MANAGER

DID WHAT?

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INTERNET DECISIONS ... ARE QUESTIONABLE

Boaty McBoatface and the False Promise of Democracy

Is the British government's response to a naming contest tyrannical? Or the very definition of the democratic process?
PROFESSIONAL CLEAN UP

- Use Search Tools - Clean up
- Claim Local Pages
- Set up Accounts on Yelp, Google+, etc
- Set up Monitoring
- Ask for and Give Reviews
- Bury “bad” Reviews
LET’S TALK ABOUT REVIEWS & RATINGS

• Yext, single platform and review trackers
• Set up accounts - claim listings

[Icons of various review websites]

800,000+ active installs
FEEDBACK RULES

Don’t Argue or Lie!
Don’t Ignore Them—Listen
Make it Easy (Feedback form)
Set up Monitoring
Tell Your Side (nicely)
Give Them!

You are great!
If you have had a great experience with us, please let others know by adding an online review.
Leave a review on Facebook.
Leave a review on Google.

Or fill out the email form below to send us your valuable feedback.

**Name**

**Address**

**Street Address**

**City**

**State**

*Illinois*

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MANAGING YOUR REPUTATION

“Don’t be a jerk” –
WordPress.org
STRATEGIES

Be Who you Say you Are

Tell Stories

Stay Classy Mind Your Business

Help & Educate People

Be the Resource

@Connect with #Others

@WEBSERVICESINC

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MOVING FORWARD

• Start where you are
• Spend 1 hour a week working on your reputation
• Goal: “Own” the first page of Google – stay visible.
• Write one nice review a week
• Work on social media policies for employees
WHAT?

Dealing with Trolls:

- Contact them on social media
- Edit your Review to tell your side (ex. I don’t know this guy)
- File a grievance with the website
- Ignore them
STORIES

- Coffee Shop
- Catering Service
- CPA

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QUESTIONS?

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