• Special Characters and Numerics •

* (asterisk symbol), 145 – (hyphen symbol), 144 " " (quote mark symbols), 143 ~ (tilde symbol), 144 +Add Stream button, 152 2011 National Business Ethics Survey, 87

• A •

About page, website, 288 accounts Google AdWords, 130-131 Google Analytics, 147–148 individual. 171 accounts, brand overview, 38 passwords, 41-47 positive publicity, 41 professional e-mail address, 40-4 registering domains, 38-40 acronyms, as passwords, 43 activity scores, PeerIndex service, 213 ad hominem attacks, 86 AdCopy Brainstorm Tool, 129 Adobe Flash animations, 123, 174-175 advertising on Facebook. 55 local, 221 slogans, 17 AdWords, 129-133 affiliate links, 324-325 affinity, ranking, 238 aggregators HootSuite, 149-154 overview, 13-14 team training, 72 AgoraPulse, 267

Alerts, Google, 11, 105, 140-145 Alexa web traffic metrics service, 298-299 All Results option, Google Alerts, 141 alliteration, 275 alt tags. 196 Alterian SM2 business intelligence tool, 111 always term, avoiding in post titles, 226 Analyticator plug-in, Google, 148 analytics for Facebook, 266 overview, 14-15 Analytics, Google accounts, 147-148 overview, 145-146 sign-in page, 147 tracking code, 148–149 Analytics for WordPress plug-in, 148 anchor text, 124 Angie's List, 220 animals, images of, 246-247 anonymous profiles, 85, 281 anticipation, creating. See priming audience AOL (America Online), 187 API (application programming interface) applications, 13 apologies, 308 applications, privacy and, 26 approval processes, 200 aromas, promotions involving, 319-320 AssistU website, 59 asterisk symbol (*), 145 attachments, HootSuite, 153-154 attacks, personal, 86 attention spans, 184-185 attorneys, 78-80 Attribution License category, Creative Commons, 255 Attribution-NoDerivs License category, Creative Commons, 255

Online Reputation Management For Dummies

Attribution-Noncommercial License category, Creative Commons, 255 Attribution-Noncommercial-NoDerivs License category, Creative Commons, 255 Attribution-Noncommercial-ShareAlike License category, Creative Commons, 256 Attribution-ShareAlike License category, Creative Commons. 256 audience scores, PeerIndex service, 213 audience. See also priming audience choosing social network, 167-169 communicating in crisis, 305-308 engagement of, 210 needs of, 232 overview, 165-166 psychographics, 166-167 target, 24, 185–186 authenticity, 246, 346-347, 349 authority scores, PeerIndex service, 213 auto responders, 307

• B •

backlinks, 124 bad reviews, 287-288 behavior guidelines, 71 belonging, need for, 262-263 bike lanes video, 259-260 Black and Tan public relations disaster, 343 BlitzMetrics, 267 bloggers discovering brand evangelists, 264-265 guest, 233 personal connections with bloggers, 312-313 blogging brand's voice, 161 commenting platforms, 270-272 communication through, 168 formatting and scheduling blog posts, 203 hiding personal identity, 185 incorporating keywords with, 136

international visitors, 146 joining online community, 241 jump-start method, 241-242 linking Pinterest images, 251 searching blogs, 298-302 sharing images, 248-249 weekly schedules, 233-236 winning fans, 349 Blogs link, Google search results page, 301-302 books, authoring, 269-270 brainstorming, 93-94, 129 brand accounts overview, 38 passwords, 41–47 positive publicity, 41 professional e-mail address, 40-41 registering domains, 38-40 brand ambassadors, 58. See also brand evangelists brand evangelists. See also fans; personal connections deepening relationships, 275–276 discovering, 264-269 influence online, 269-273 influence-rating tools, 273-275 overview, 261-263 Brand Pages Facebook feature, 23 brand searches, negative, 23 branding crisis prevention, 287–288 extending boundaries of brand, 163 with fans, 186-187 focusing message, 181-182 increasing awareness of brand, 23 media shift, 183-192 overview, 177-178 packaging, 350 process, 180-181 protecting brand from identity theft, 23 reach of, 19 social media effect on, 10 transparency of brand, 11 visibility, 187-192 brandjacking, 66

brand's voice balancing meaning with buzz, 194–195 happiness, 163 meaningful philosophy, 163 overview, 161–162 personal connections, 164 strengths and weaknesses, 164–165 businesses monitoring tools for, 104–112 recruiting and training crisis team, 75–76 buzz, 194–199, 292–293 Buzz, Google, 38

• C •

Campfire NYC, 319-323 candidates, job, 70-71 Catbreading meme, 17 causes, meaningful, 325 celebrities, 78 central nervous systems, 331-332 challenges, hosting, 206 characteristics, differentiating oneself with. 180 charities, 325 Checking into Places setting, Facebook, 30 CircleCount, 269 clients ideal, 347 personal connections with 314-315 cloud service, storing pesswords, 45 colors, primary, 246 Columns feature, TweetDeck service, 106 command centers, 64, 154 commenters blogs, 270-271 periodicals, 271–272 tracking, 280-283, 298-304 commenting platforms, 270-271 comments confrontational, 339 deleting, 338 communication inter-departmental, 58 online, 140 professional, 164

communities, online adapting messages on, 199 blogging, 234, 241 developing, 170-171 community, online. See online community Community, Ten Commandments of, 309 community forums deleting old accounts, 25 games and, 322-324 related to industry, 272 terminology in, 167 community groups, 215-219 community manager, 65, 69-70 competitors researching crisis issues, 96 searching for online activities, 21 SEO, 125-126 tracking with Google Alerts, 142 Compliance Building database, 88 comprehensive action, 293 ConceptDraw MINDMAP application, 205 concerns, validating, 285 conferences, speaking at, 269 confrontational comments, 339 connections, personal. See also brand evangelists; fans with bloggers, 312-313 brand's voice, 164 with clients, 314-315 with fans, 315-316 overview. 311-312 with social media users, 313-314 winning fans, 349 consistency blogging, 349 crisis management, 292 lies and statistics, 342-343 trust, 262 constructive criticism, 326-327 consumer feedback, 22-23, 326-328 Consumerist, The, 294 consumers listening to, 275 motivating, 206–207 validating concerns of, 285

353

Online Reputation Management For Dummies

content blogging, 233-236, 241-242 e-books, 236-237 eliminating negative, 10 fresh, 205-207, 349 meaningful, 194-199 NSFW, 256-257 overview, 223 priming audience, 230-233 ranking, 237-241 repurposing, 232-233 SEO, 124, 223-224 targeting, 117–118 titles, 224–230 content strategist, 65 contracts, 186 conversations crisis response, 286 offline, 286 copycats, intercepting, 143 copyright infringement, 248 cost-effective tools, 104 Craigslist website, finding virtual assistants with, 59 Creative Commons, Flickr, 254-255 credibility, evaluating anonymity, 85 overview, 82-83 professional online reputation management services, 83-84 trolls. 85–87 credibility factor, 117 crisis aversion assessing situation, 280 decisions, 283-285 delay tactics, 338-339 denying issues, 337-338 overview, 279 response, 286-290 tracking commenters, 280-283 crisis management assessing situation, 296-298 authorizing team members to engage, 57 - 58buzz, 292-293 communicating with audience, 305-308 communication strategies, 102 decisions, 304-305

Domino's Pizza, 294-296 media spokesperson, 82 organizing team, 18, 77 overview, 291, 293 perception and reality, 308-309 proactive approach, 10 professional help, 305 response, 309 rewarding team, 310 tracking commenters, 298-304 crisis response systems brainstorming worst-case scenarios, 93-94 overview, 92-93 time interval, 96 videos, 94-95 when information is lacking, 95–96 crisis teams evaluating impact and credibility, 82–87 organizing, 77-82 overview, 75-76 response systems, 92-96 social media policies, 87–91 criticism constructive, 326-327 nonconstructive, 328 crossed wires, 341 crowdsourcing, 113-114 CSV export feature, Trackur service, 107 culture of trust, 72 current events, 317-318 customer service departments, 201, 289 cybersquatting, 179

• /) •

dashboards, HootSuite, 151–153 Dave Fleet database, 88 de Valk, Joost, 148 "deal of the day" websites, 222 decision-making, in crises, 283–285, 304–305 dedicated social networks, 217–219 delay tactics, 338–339 deleting comments, 338 forums, 25 Deliver To option, Google Alerts, 141 Dell Command Center, 64, 154 demographics, 110, 166 departments of companies, 200–204 digital agencies, 60–62 Disqus, 271 Do Not Show My Business Address on My Maps Listing option, Google Places, 221 documentation, crisis management, 307 domains, 38–40, 189 Domino's Pizza, 291, 294–296 "Double Rainbow" video, 258 Doyle, Patrick, 295–296 Dropbox service, 45

• E •

early bird benefits, 333-334 e-books, 236-237 eCairn, 274 echo chambers, online, 281-282 EdgeRank algorithm, 238 editing photos, 248 Editorial Calendar, 235-236 efficiency, crisis management, 292 e-mail addresses, 40-41, 307 deleting old accounts, 25 newsletters, 237, 315 emotional issues crisis response, 286 decisions, 305 deleting comments, 333 grounding place for, 307 keeping words tender and sweet, 345–346 using emotional triggers in design decisions, 182 employees, crisis management, 309 empowerment, 57-58, 169-173 Enable Public Search option, Facebook, 30 Energy Watch, 340 engaging with social media. See social media entrepreneurs, 164 escalating issues. See crisis aversion events, special checking in with foursquare, 334–335 contacting industry leaders, 333

displaying tweets with event hashtag, 335 hosting live, 334 incentives, 334 narratives on Storify, 336 notifications about, 318-319 overview, 329 preparing for, 331–332 promotional videos by keynote speakers, 333 sharing pictures, 335-336 teasers and early bird benefits, 333-334 weekly Twitter chats, 332 everyday teams choosing members 55-56 crisis management, 293 framework, 62-04 in-house members, 68-71 leaders, 56-58 motivating, 71-73 objectives, 54–55 organizing, 51-52 outsourcing, 58–62 overview, 51, 53 recruiting, 64-68 excitement, 206 executive teams, 80-82, 296 experts, social media, 348 external messaging, 195

• F •

Facebook advertisements on, 55 claiming brand on, 190 communication through, 168 customizing settings, 25 discovering brand evangelists, 265-267 EdgeRank algorithm, 238 finding groups on, 216 incorporating keywords with, 136 "Like" enabled, 313 monitoring activity with Klout, 211 "Monster" infographic, 245 number of friends on, 66 privacy, 27-35 profiles, 264-265 scheduling posts with HootSuite, 149

Facebook (continued) sharing images, 249-250 size of following on, 83 Top Stories feed, 240 training teams on, 72 faceplanting online reputation crossed wires, 341 delay tactics, 338-339 deleting comments, 338 denying issues, 337-338 ignoring influence online, 341–342 neglecting research, 343 overlooking mistakes, 341 overview, 337 publishing lies and statistics, 342-343 responding negatively, 340 Twitter updates, 339-340 fake profiles, 188, 281 fallibility, admitting, 327 familiarity bias, 184 fans. See also brand evangelists; personal connections authenticity, 346-347 blogging, 349 clear message, 345 co-creating brand, 186-187 focusing on strategy, 347-348 giving freely, 346 overview, 345 personal connections, 315-316, 349 positive tone, 345–346 qualifying representatives, 348 storytelling, 350 visualizing ideal, 347 winning, 173 FAO pages, 306 fear factor in branding, 182 Federal Trade Commission, 35, 38 feedback, consumer, 22-23, 326-328 feeds, updating, 22 Fetch Feed option, Yahoo! Pipes, 156 filtering feature, TweetDeck service, 106 FindPeopleOnPlus, 269 Flash animations, 123, 174–175 Flickr, 249, 253-256 followers, online, 273 Followerwonk, 273-274 following Twitter feeds, 340

food, promotions involving, 322 formatting blog posts, 203 Forrester Consulting survey, 53 forums deleting old accounts, 25 games and, 322-324 related to industry, 272 terminology in, 167 foursquare, 211, 273, 334-335 frameworks, 62-64 framing concepts, 126 fresh content priming audience, 205–206 blogging, 349 motivating consumers to engage, 206–207 overview, 205~ priming audience, 205-206 frictionless sharing, 29 friends, online, 273



Game of Thrones, 319–323 games, online, 322-324 generalizations, 86 geographic regions, differentiating with, 180 geolocation, 26, 110 Get Started Now option, Google Places, 222 GetGlue, 273 Gimp, 248 giving freely, 346 goals clear, 23-24 everyday team, 54-55 monitoring, 103 setting, 72 Goodreads, 273 goodwill. See also fans constructive criticism, 326-327 good vibrations, 163 interactive experiences, 319-324 nonconstructive criticism, 328 online presentation, 316-319 overview, 311 personal connections, 311–316 room for growth, 327-328 vision, 324-325

Google reverse image search engines, 303 searching, for blogs, 299-302 searching, for self, 21 Google AdWords, 129-133 Google Alerts, 11, 105, 140–145 Google Analyticator plug-in, 148 Google Analytics accounts, 147-148 overview, 145-146 sign-in page, 147 tracking code, 148-149 Google Analytics for WordPress plug-in, 148 Google Buzz, 38 Google Panda algorithm, 117–119 Google Places, 220-222, 287 Google Public Data Explorer, 245 Google Street View, 38 Google Trends, 16, 105 Google+ claiming brand on, 189 communication through, 168 discovering brand evangelists, 269 finding groups on, 216 hangouts, 334 monitoring activity with Klout, 211 privacy, 24-38 sharing images, 250 graphics. See also visuals flash-based, 175 promotions involving. 521-322 reducing to improve websites, 123 Gravatar, 270 group dynamics, 12 Groupon, 222 groups, community discovering influence of brand evangelists, 270 overview, 215 on social networks, 215-219 growth, room for, 327-328 guest bloggers, 233 guidelines, behavior, 71

• H •

hangouts, Google+, 334 happiness. *See* fans; goodwill hashtags overview, 167 on Pinterest, 251 special events, 332, 335 Twitter, 247 Heft, Ronald, 148 Hierarchy of Needs, 262-263 hired writers, 234 hoaxes, 295-296, 308-309 Hohli. 244 Holy Kaw, 201 honesty, crisis management, 292 Honey Badger meme, 17 HootSuite aggregators, 13-14 attachments and scheduling, 153-154 dashboard, 151-153 overview, 149 preferences, 153 scheduling tweets with, 203 smail business tools, 106 How Often option, Google Alerts, 141 how-to posts, 196, 226 HR (Human Resources) departments, 80, 201 Huffington Post, 168, 271, 342 humor, 207-208 hyperlinks, 128 hyphen symbol (-), 144

•] •

IBM, 245 identity theft, 23 images attracting positive weight with, 239 branding, 288 compelling, 246–247 Creative Commons licensing, 254–256 optimizing, 247–248 overview, 246 ownership interests, 249–250, 253–254 reverse image search engines, 303–304 sharing on social networks, 248–257 from special events, 333, 335–336 stock photos, 248–249 immersive experiences, 320–321 357

impact, evaluating anonymity, 85 overview, 82-83 professional online reputation management services, 83-84 trolls, 85-87 incentives, 334 incoming links, 143 in-depth sentiment, Radian6 platform, 110 indexing, 126-128 individual accounts, 171 individualized solutions, 286 industry leaders, contacting, 333 industry news, 314 influence, online brand evangelists, 269-273 ignoring, 341-342 individual influencers, 213-215 influence-rating tools, 273–275 Klout, 210–212 Kred, 212 overview, 209-210 PeerIndex, 212-213 Radian6 platform, 110 Trackur service, 107 influencers crisis management, 297-298 cultivating relationships, 214-215 individuals, 213-215 overview, 213 Info accessible through your friends setting, Facebook, 33 infographics, 243-245 in-house team members community managers, 69-70 investigating profiles, 70 IT department, 68-69 PR interns, 69 researching candidates, 70-71 InMaps tool, 267-268 inspirational images, 246 Instagram, 256-257 Instant Personalization by third-party applications setting, Facebook, 32 insults, 276 IntenseDebate, 271

interactive experiences aromas, 319-320 engaging fans, 322-324 food. 322 graphics, 321-322 immersive, 320-321 overview, 319 interactive maps, 320-321 inter-departmental communication, 58 interest groups community groups, 215-219 online influence, 209-215 overview, 209 review sites, 219-222 internal messaging, 195 International Virtual Assistants Association website, 59 interns, PR (Public Relations), 69 Invest In Social, 61 investigations, 307 invitations, promotions, 315 involvement, need for, 262-263 T (Information Technology) departments, 68 - 69

•] •

job candidates, researching, 70–71 jump-start blogging method, 241–242

• K •

keynote speakers, 333 Keyword Discovery service, 134–135 Keyword Selector Tool, 129 keywords, SEO defining, 120–121 Google Analytics use of, 145 incorporating, 135–137, 195–196, 223–224 researching, 126–135 KeywordSpy service, 134 Klout, 65–66, 210–212, 274–275 KnowEm, 191 knowledge, need for, 262 Kred, 212

• [•

large businesses recruiting and training crisis team, 75-76 tools for. 109–112 law enforcement agencies, 302-303 lawyers, 78-80 leadership, team, 56-58, 200-205 legal advice, 78-80 Library pane, Yahoo! Pipes, 156 licensing categories, Creative Commons, 255-256 lies. 342-343 Lifehacker, 168 limited public figures, 81 LinkedIn claiming brand on, 190 communication through, 168 discovering brand evangelists, 267-268 finding groups on, 216 incorporating keywords with, 136 monitoring activity with Klout, 211 number of connections with, 67 overview, 199 sharing images, 257 links affiliate, 324-325 attracting positive weight with, 239 Google Analytics account, 148 incoming, 143 Pinterest, 251 shortening, 153 to sites, 124 list posts, 198, 225, 276 listening tools Google Alerts, 140–145 Google Analytics, 145–149 HootSuite, 149–154 overview, 139-140 Yahoo! Pipes, 154–157 Lithium tool, 108 live events, 334 Livefyre, 271 LivingSocial, 222 local advertising, 221 luxury factor, branding, 182

• M •

"Maester's Path Scent Kits", 319-320 maintenance tips, 314 management. senior. 294 managers, community, 69–70 Many Eyes, 245 maps, interactive, 320-321 marketing, 201, 288, 324-325 markets, target, 177 Martin, George R. R., 319 Mashable, 168 Maslow, Abraham, 262-263 McIntyre, Tim, 294 meaningful causes, 325 meaningful content, 194–199 media shift 🖌 attention span, 184-185 co-creating brand with fans, 186–187 contracts, 186 familiarity bias, 184 identifying target audience, 185–186 overview, 183 medium-sized businesses, tools for, 107-109 Meltwater Buzz tool. 107 memes, 17, 73 messages adapting, 199 avoiding confusing, 287-288 balancing meaning with buzz, 194–199 clear. 345 focusing, 181-182 fresh content, 205-207 humor, 207–208 organizing team's approach, 200–205 overview, 193 messaging external. 195 internal, 195 for mobile devices. 175 Metallica. 341 MINDMAP application, 205 mindmapping, 202, 205 misconceptions, monitoring, 101 mistakes, overlooking, 341 mobile devices, 173–175

monitoring incoming links, 143 need for, 99-103 overview, 99 sentiment analysis, 112-114 specialist position, 65 tools, 104-112 "Monster" infographic, 245 More link, Google search results page, 300-301 More Privacy Settings, Facebook, 30 motivating consumers, 206-207 everyday teams, 71-73 motivation, of commenters, 282-283 multitasking, 53 MutualMind, 108

• N •

Name website, 40 Namecheap website, 40 Namechk website, 191 names. online confusion, 188 protecting from identity theft, 23 squatting, 179, 188 narratives, creating, 336 National Business Ethics Survey, 2011, 87 negative brand searches, 23 negative content, eliminating, 10 negativity, 12 NetBase, 111 Network Solutions technology, 169 New York Times, 272 news industry, 314 sharing with audience, 197 social media and, 116-117 newsletters, e-mail, 237, 315 Nike, 343 Ning, 218 nonconstructive criticism, 328 non-disclosure agreements, 341 notification, Google Alerts, 140–145 NSFW (not safe for work) content, 256-257 number ranges, searching for, 145 numbered list posts, 198 numbers, in passwords, 43 "Nyan Cat" video, 259

• () •

objectives, teams, 54-55 offline conversations, 286 off-topic comments, 286-287 "on call" times, 296 online community. See also community forums; groups, community; social media adapting messages on, 199 of bloggers, 241 developing, 170-171 online echo chambers, 282 online ganes, 322-324 online presence, 21 online presentation Deing seasonally appropriate, 317 overview, 316 promoting events, 318-319 serendipity, 317-318 online reputation management services, professional, 83-84 Only the Best Results option, Google Alerts, 141 optimized websites, 119 OR keyword, 145 organizing systems, 18 outsourcing, 58-62 overengaging, 285 overposting, 22 over-the-top statements, 276 Ow.ly tool, 153 ownership interests, images, 249-250, 253 - 254

• *p* •

packaging, 350 Panda algorithm, Google, 117–119 Papa John's Pizza, 342 passwords bulletproof, 25-26 common, 42 security, 41-44 storing, 44-46 switching, 46-47 patience, 172-173 peak sharing days, 234 PeekYou, 271-272, 274-275 PeerIndex. 212–213 perceptions, 308-309 periodicals, 270-272 persistence, 293 personal accounts, 171 personal attacks, 86 personal connections. See also brand evangelists; fans with bloggers, 312-313 brand's voice, 164 with clients, 314-315 with fans, 315-316 overview, 311-312 with social media users, 313-314 winning fans, 349 personal privacy, 24-26 philosophies, meaningful, 163 photo-editing software, 248 photos attracting positive weight with, 239 branding, 288 compelling, 246-247 Creative Commons licensing, 254–256 optimizing, 247-248 overview, 246 ownership interests, 249-250, 253-254 reverse image search engines, 303-304 sharing on social networks, 248-257 from special events, 333, 335-336 stock, 248-249 Photos Sharing setting, Facebook, 32 pictures. See photos Pinclout scores, 67 Pinterest claiming brand on, 190 communication through, 168 **Identity Service**, 46 number of followers on, 67 sharing images, 250-251

Pipe Output box, Yahoo! Pipes, 157 Pipes, Yahoo!, 154-157 Places, Google, 220-222, 287 planking, 17 plug-ins Editorial Calendar, 235-236 Google, 148 poll, 232 +Add Stream button, 152 policies, social media implementing, 91 modeling after peers, 88-90 naming, 90-91 overview, 87-88 writing before hiring, 54 Polis, Ben, 340 political candidates, 78 PollDaddy, 232, 318 polls plug-ins, 232 pelling services, 318 web-based, 232 pop-culture references, 276 positive reviews, 289 positive tones, 345–346 posts commenting on, 242 how-to, 226 list, 225 maintaining positive, 207 overposting, 22 per week, 234-235 posting regularly, 206 series of, 230-232 titles, 224-225 PR (Public Relations) departments, 201 PR (Public Relations) firms, 60-62, 78 PR (Public Relations) interns, 69 predictability, 262 presence, online, 21 presentation, online being seasonally appropriate, 317 overview, 316 promoting events, 318-319 serendipity, 317–318 presentations, Slideshare, 251-253 prestige factor, branding, 182 primary colors, 246

priming audience creating excitement, 206 fixing problems, 230 guest bloggers, 233 needs of audience, 232 overview, 205-206, 230 posting regularly, 206 repurposing web content, 232-233 series of posts, 230-232 privacy authenticity and, 346-347 Facebook, 27–35 Flickr, 253 Google+, 24-38 overview, 24 personal, 24-26 private conversations, 286 removing listing from Yahoo! White Pages, 26-27 Pro version, HootSuite, 150 proactive approaches, 10-11 products development, 19, 201 online presentation, 316 revising, 290 professional communication, 164 professional services crisis management, 305 online reputation management, 83-84 PR firms, 60-62, 78 qualifying, 348 research, 133-135 SEO, 122 social media agencies, 60-62, 348 profiles anonymous, 281 everyday team, 70 Facebook, 25, 250, 264-265 fake, 188, 281 Flickr, 254-255 Gravatar, 270-271 LinkedIn, 267-268 multiple, 281 pictures, 250 tracking commenters, 302-304 unspamming, 31 promotional videos, 333

promotions events, 315 interactive experiences, 319–323 invitations to, 315 propriety services, 104 psychographics, 166–167, 315–316 Public Data Explorer, Google, 245 public figures, limited, 81 Public Relations (PR) departments, 201 Public Relations (PR) firms, 60–62, 78 Public Relations (PR) interns, 69 Public Search settings, 30 publicity, 41, 318–319

• Q •

QR codes, 221 Quora, 217, 273 quote mark symbols (""), improving alerts with, 143

• R •

Radian6 tool, 107, 110 rankings affinity, 238 defined, 120 overview, 237-238 on search engines, improving, 178 timing, 239-241 websites, 298-299 weight, 239 reality, relevance of, 308-309 Really Simple Syndication (RSS) defined, 154 receiving e-mail alerts with, 107 setting up, 142 subscribing to, 242 recognition, need for, 262-263 recruiting team members, 64-68. See also crisis teams Register website, 40 Register4less website, 39-40 relationships deepening, 275-276 with influencers, 214-215 responses, 276

reliability, 262 remixing videos, 259 representatives, qualifying, 348 repurposing content, 232–233 Reputation website, 83-84 ReputationHawk website, 83-84 reputations, online, 11 research brainstorming, 129 Google AdWords tool, 129-133 indexing, 126-128 job candidates, 70-71 neglecting, 343 overview, 126 paid services, 133–135 SEO keywords, 102, 126-135 sharing with audience, 199 **Resource Nation**, 59 resources, sharing, 324-325 respectfulness, 292, 349 response systems brainstorming worst-case scenarios, 93 - 94overview, 92-93 time interval. 96 when information is lacking, 95-96 response videos, 94-95, 295-296, 306 responses crisis aversion, 286-290 crisis management, 309 messages, 284 negative, 340 results, sharing, 276 reverse image search engines, 303-304 review sites Angie's List, 220 "deal of the day" websites, 222 Google Places, 220–222 overview, 219-220 Yelp, 220 reviews bad, 287-288 non-disclosure agreements, 341 positive, 289 unfair, 100 rewards for crisis management team, 310 giving freely, 346

incentives, 334 short-term, 207 teasers and early bird benefits, 333–334 rhyming, 275 room for growth, 327–328 RSS (Really Simple Syndication) defined, 154 receiving e-mail alerts with, 107 setting up, 142 subscribing to, 242 RSS/e-mail alerts feature, Trackur service, 107 rudeness, 340 ruining online reputation. *See* faceplanting online reputation

safety-oriented goals, 23 sales, 19, 201 saved searches feature, Trackur service, 107 scent kits, promotions involving, 319-320 scheduling blog posts, 203, 233-236 everyday team, 63-64 Facebook posts, 149 with HootSuite, 153-154, 203 times for writing, 242 of updates, TweetDeck service, 106 scraping, 143 screen sizes, smartphones, 174 search engine optimization. See SEO search engines improving rank on, 178 monitoring, 10 reverse image, 303-304 staying up-to-date, 121–122 search operators, 143–145 search results, 128 searching, for number ranges, 145 seasonality blogging, 349 promotions, 317 secrets, in post titles, 227 security authenticity and privacy, 346-347 Facebook, 27-35

Flickr, 253

security (continued) Google+, 24-38 overview, 24 passwords, 41-44 personal, 24-26 private conversations, 286 removing listing from Yahoo! White Pages, 26–27 security factor, branding, 182 senior management, 294 sentiment analysis, 110, 112-114 sentiment tagging feature, Trackur service, 107 SEO assessing competition, 125–126 balancing meaning with buzz, 195–196 content, 124 improving, 119–122 linking to sites, 124 overview, 115 Pinterest and, 251-252 professional services, 122 site architecture, 123 Slideshare and, 252 social. 115–119 trends, 137 SEO keywords creating glossary of, 224 defining, 120–121 Google Analytics use of, 145 incorporating, 135–137, 195–196, 223–224 researching, 102, 126–135 writing content, 223-224 serendipity, 317-318 series of posts, 230-232 service areas reviews, 220 services, online presentation, 316 Share on Timeline option, Facebook, 28 sharing days, peak, 234 sharing images optimizing, 247-248 on social networks, 248-257 from special events, 335-336 shortening links, 153 short-term rewards, 207 SimpleDiagrams, 205 sites. See websites

SlateBox, 205 Slideshare, 190, 251-253, 333 small businesses recruiting and training crisis team, 76 tools for, 104-107 smartphones, 174 social aggregators HootSuite, 149-154 overview, 13-14 team training, 72 Social Empire, 65 social media adapting messages on, 199 agencies, 60-62, 348 authorizing employees to engage during crisis, 57-58 brand's voice, 161-165 checking for new, 190-192 choosing, 167–169, 189–190 community groups, 215-219 crisis management, 297-298 identifying audiences, 165–169 in-house networkers, 87 mobile device users, 174-175 monitoring, 10 overengaging, 285 overview, 161 personal connections, 313-314 policies, 87–91 searching for negative comments, 280 sharing images on, 248-257 strategies, 10 tracking trends with measurement tools, 15 - 16viral videos, 258 Social Media Design, 119 Social Media Governance database, 88, 89 social media policies implementing, 91 modeling after peers, 88-90 naming, 90-91 overview, 87-88 writing before hiring, 54 social media teams definition, 51 Domino's Pizza crisis management, 294 individual accounts, 171

online community, 170-171 overview, 169-170 trust, 172-173 Social Mention service, 105 social networks. See social media social proofs, 227 social SEO, 115-119 social strategist, 65 SocialStatistics, 269 Solis, Brian, 214 solo entrepreneurs, 164 Song of Ice and Fire, A, 319 Sort box, Yahoo! Pipes, 157 Sort Operator option, Yahoo! Pipes, 156 spam, 31, 271 speakers, keynote, 333 special events checking in with foursquare, 334–335 contacting industry leaders, 333 displaying tweets with event hashtag, 335 hosting live, 334 incentives, 334 narratives on Storify, 336 overview, 329 preparing, 331–332 promotional videos by keynote speakers, 333 sharing pictures, 335-336 teasers and early bird benefits, 333–334 weekly Twitter chats, 332 SproutSocial, 267 squatters, 188 stability, 262 Start Using Google Analytics page, 147 statistics Google Analytics, 145–149 truthfulness of, 342-343 status updates, 239 stock photos, 248-249 storage, passwords, 44-46 stories compelling, 275-276 special events, 336 Storify, 336 storytelling, 350 strategies assessing needs, 20-24 brand accounts, 38-47

Facebook privacy settings, 27-34 focusing on, 347-348 Google+ privacy settings, 24-38 monitoring, 101–103 overview, 19-20 personal privacy, 24-26 removing listing from Yahoo! White Pages, 26-27 social SEO, 117-119 streams, HootSuite, 151–153 Street View, Google, 38 strengths, of brands, 164-165 StumbleUpon, 190 support staff, 65 SurveyMonkey, 318 symbols, in passwords, 43 Sysomos tools, 110

tabs HootSuite, 151–153 target audience, 24, 177, 185–186 largeting content, 117–118 Tasks EveryDay, 59 tastemakers, 258 teams, crisis management authorizing team members to engage, 57-58 evaluating impact and credibility, 82-87 organizing, 18, 77-82 overview, 75-76 responding effectively, 309 response systems, 92-96 rewarding, 310 social media policies, 87-91 teams, everyday choosing members, 55-56 crisis management, 293 framework, 62-64 in-house members, 68-71 motivating, 71-73 objectives, 54-55 organizing, 51-52 outsourcing, 58-62 overview, 51, 53 recruiting, 64-68 team leaders, 56-58

teams, executive, 80-82, 296

Online Reputation Management For Dummies .

teams, organizing, 200-205 teams, social media definition, 51 Domino's Pizza crisis management, 294 individual accounts, 171 online community, 170-171 overview, 169-170 trust, 172-173 teams, special events, 331-332 teasers, 333-334 Ten Commandments of Community, 309 thought leaders, 209 threats of violence, 302-304 tilde symbol (~), 144 time intervals, crisis response, 96 Timeline feature, Facebook, 28, 29, 250 timing blogging, 234-236 rankings, 239-241 TinEye, 303-304 tips, sharing with audience, 196 titles, post brevity, 229-230 overview, 224-225 tips for writing, 226–228 trends, 228–229 Toolkit Cafe, 88 Top Stories feed, Facebook, 240 topic categorization, Radian6 platform, 110 Topsy website, 16 Toyota Motor Corporation, 73 Traackr, 274 tracking codes, Google Analytics, 148–149 tracking commenters blogs, 298-302 determining motivations, 282-283 online echo chambers, 282 overview, 280-281, 298 profiles, 302-304 tracking competitors, 142 Trackur service, 107-108 traffic finding sources, 146 rankings, 298 training team members, 72-73

transparency of brand, 11 clear message, 345 crisis management, 292 personal connections, 311-312 trending, 15-16 Trendistic, 16 trends catching, 24 SEO. 137 sharing with audience, 197 titles, 228-229 training team on, 72 Trends, Google, 16, 105 tricks, sharing with audience, 196 triggers, emotional, 182 Triumvirate of Chline Reputation Management, 285 trolls, 85-87 trust culture of, 72 familiarity bias, 184 need for, 172–173, 262 overview, 172 patience, 172–173 vulnerability, 173 winning fans, 173 trust factor, branding, 182 trustworthiness, 326 Tumblr, 190, 256 TV coverage, 295 TweetDeck service, 106 Twitter claiming brand on, 190 communication through, 168 corporate tweets, 203 discovering brand evangelists, 267 Domino's Pizza crisis management, 295 finding virtual assistants with, 59 hashtags, 167, 247, 335 incorporating keywords with, 136 mentioning influencers with, 215 monitoring activity, 211-212 number of fans on, 66-67 Papa John's Pizza, 342

366

scheduling tweets, 153–154, 203 sharing images, 257 size of following on, 83 updates, 339–340 weekly chats before special event, 332 Twitter Search tool, 113 2011 National Business Ethics Survey, 87

• 11 •

unfair reviews, 100 Union Operator option, Yahoo! Pipes, 156 unique visitors, 145 unspamming profiles, 31 updates on Google Places, 221 organizational, 314 status, 239 Twitter, 339–340 upper-case letters, in passwords, 43 URLs (Uniform Resource Locators), 128 Ustream, 334

• 1/ •

validating concerns, 285 VAs (virtual assistants), 58-59 Veer, 249 videos attracting positive weight with, 239 branding, 288 promotional, 333 remixing, 259 response, 94-95, 295-296, 306 special events, 333 viral, 12, 257-260 "Viewer's Guide," Game of Thrones, 320-321 violence, threats of, 302-304 viral videos, 12, 257-260 Virtual Assistant Networking Association website, 59 virtual assistants (VAs), 58-59 visibility, 187-192 Visible platform, 111

vision overview, 324 promoting meaningful causes, 325 sharing valuable resources, 324-325 visitors analytics, 14-15 unique, 145 Visual.ly, 244 visuals images, compelling, 246-247 images, sharing, 247-257 infographics, 243-245 overview, 243 viral videos, 257-260 voices, of brands balancing meaning with buzz, 194-195 happiness, 165 meaningful philosophy, 163 overview, 161-162 personal connections, 164 strengths and weaknesses, 164–165 vumerability, 173

• W •

watermarks, 247-248 weak passwords, 42 weaknesses, of brands, 164-165 weather app, Game of Thrones, 321 web-based polls, 232 websites architecture, 123 average time on, 145 content, 124 hosting live events, 334 infographics, 244-245 linking to, 124 obtaining images, 248-249 rankings, 298-299 registering domains, 38–40 review, 219-222, 287-288 social media, 273 weekly schedules, blogging, 233-236 weight, rankings, 239 "what" questions, in post title, 226-227

Online Reputation Management For Dummies

"when" questions, in post title, 226–227 "where" questions, in post title, 226-227 White Pages, Yahoo!, 26-27 white papers, 164 "who" questions, in post title, 226-227 "why" questions, in post title, 226-227 Wikipedia, 272 wikis, 272-273 wires, crossed, 341 wordplay, 246 -9. porati. .ning tean. • Z • Zappos, 169–171 st titles, 226–228 WordPress, 148-149, 235-236, 312-313 Wordtracker service, 133 worst-case scenarios, 93-94 writing content. See also content blogging, 233-236, 241-242 e-books, 236-237 fresh, 205-207 overview, 223 priming audience, 230-233 ranking, 237-241 repurposing, 232-233 scheduling time for, 242 SEO, 124, 223-224 targeting, 117–118 tips for writing post titles, 226–228 titles, 224–230

• (/ •

Yahoo! Pipes, 154-157 Yahoo! White Pages, 26-27 Yammer, 219 Yelp!, 12, 220, 287 YouTube claiming brand on, 190 Domino's Pizza crisis management, 291, 294-295 incorporating keywords with, 136 training teams on, 73