

Contents at a Glance

<i>Introduction</i>	<i>1</i>
<i>Part I: Getting Started with Online Reputation Management</i>	<i>7</i>
Chapter 1: Understanding Online Reputation Management	9
Chapter 2: Determining Your Online Reputation Management Approach	19
<i>Part II: Organizing Your Teams</i>	<i>49</i>
Chapter 3: Creating Your Everyday Team	51
Chapter 4: Recruiting Professionals for Your Crisis Team	75
<i>Part III: Listening Is Love</i>	<i>97</i>
Chapter 5: Choosing Your Best Monitoring Tools	99
Chapter 6: Researching Your SEO Keywords	115
Chapter 7: Setting Up Your Listening Tools	139
<i>Part IV: Establishing Your Reputation</i>	<i>159</i>
Chapter 8: Engaging Easily via Social Media	161
Chapter 9: Claiming Your Brand Online	177
Chapter 10: Creating Great Messages	193
Chapter 11: Tapping In to Focused Interest Groups	209
Chapter 12: Writing Your Way to the Top	223
Chapter 13: Using Visuals to Spread Your Message	243
Chapter 14: Discovering and Inspiring Brand Evangelists	261
<i>Part V: Responding to Crisis: Your Step-by-Step Plan...</i>	<i>277</i>
Chapter 15: Managing Escalating Issues	279
Chapter 16: Managing a Crisis	291
Chapter 17: Promoting Goodwill	311
<i>Part VI: The Part of Tens</i>	<i>329</i>
Chapter 18: Ten Online Reputation Tips for Special Events	331
Chapter 19: Ten Ways to Faceplant Your Online Reputation	337
Chapter 20: Ten Ways to Create Happy Fans	345
<i>Index</i>	<i>351</i>

Table of Contents

<i>Introduction</i>	1
About This Book	2
Conventions Used in This Book	3
Foolish Assumptions	3
How This Book Is Organized	4
Part I: Getting Started with Online Reputation Management	5
Part II: Organizing Your Teams	5
Part III: Listening Is Love	5
Part IV: Establishing Your Reputation	5
Part V: Responding to Crisis: Your Step-by-Step Plan	5
Part VI: The Part of Tens	6
Icons Used in This Book	6
Where to Go from Here	6
 <i>Part 1: Getting Started with Online Reputation Management</i>	 7
Chapter 1: Understanding Online Reputation Management	9
What Is Online Reputation Management?	10
Being proactive	10
Dealing with negativity	12
Monitoring with Aggregators	13
Using Analytics	14
Tracking Your Trends via Social Media Measurement Tools	15
Taking Advantage of Memes	17
Qualifying Different Approaches	18
Chapter 2: Determining Your Online Reputation Management Approach	19
Assessing Your Needs	20
Discovering yourself online	21
Checking out your competition	21
Listening to how people feel about your brand	22
Setting clear goals	23



Building Your Stable Foundation.....	24
Securing your personal privacy.....	24
Removing a listing from Yahoo! White Pages.....	26
Protecting your privacy on Facebook.....	27
Protecting your privacy on Google+.....	34
Securing Your Brand's Accounts.....	38
Registering your domain(s).....	38
Using a professional e-mail address.....	40
Framing your positive publicity.....	41
Taking control of your password security	41
Creating super-safe passwords	43
Storing your passwords safely and conveniently.....	44
Switching your super passwords.....	46

Part 11: Organizing Your Teams..... 49

Chapter 3: Creating Your Everyday Team..... 51

Organizing Your Team	51
Creating an Easy-to-Follow System for Your Team	53
Committing to your objectives	54
Choosing what kind of team members you want.....	55
Who should not be on your team?	56
Deciding who runs your team	56
Outsourcing your team	58
Creating an easy-to-follow framework.....	62
Recruiting Your Team.....	64
Looking to In-house Geeks for Support	68
Connecting with savvy, energetic PR interns.....	69
Hiring professional community managers.....	69
Investigating their profiles thoroughly	70
Researching your job candidates	70
Motivating Your Team	71
Defining guidelines for behavior	71
Reinforcing a culture of trust	72
Training your team	72

Chapter 4: Recruiting Professionals for Your Crisis Team..... 75

Creating Your Crisis Response Team	77
Weighing in with public relations professionals.....	78
Getting legal advice	78
Getting help from human resources.....	80
Working with your executive team for guidance.....	80
Evaluating Impact and Credibility	82
Bringing in the geeks	83
About anonymity	85
Troll-spotting for fun and profit.....	85

Creating Your Employee Online Reputation Policy	87
Modeling your process after others	88
Putting a name on your policy	90
Implementing your new policy	91
Creating Your Crisis Response System	92
Brainstorming: “What’s the worst that could happen?”	93
Creating a response video	94
Responding when there’s nothing to say	95
Deciding on an effective response time interval	96

***Part III: Listening Is Love* 97**

Chapter 5: Choosing Your Best Monitoring Tools 99

Monitoring Matters	99
Covering over unfair reviews	100
Monitoring misconceptions	101
Introducing the system	101
Integrating your goals	103
Introducing the Tools	104
Using small-business tools	104
Using medium-sized businesses tools	107
Reviewing tools for large-sized businesses	109
Getting sentimental	112

Chapter 6: Researching Your SEO Keywords 115

Defining Social SEO	115
News becomes more social	116
Keeping it fresh	117
Improving Your SEO and Why It’s Important	119
Defining SEO keywords	120
Staying up-to-date with search engines	121
Building a Solid SEO Foundation for Your Site	122
Looking at your architecture	123
Getting people to link to your site	124
Content	124
Assessing Your Competition	125
Researching Your SEO Keywords	126
Understanding indexing	126
Beginning your keyword research	128
Playing guessing games	129
Using the Google AdWords tool	129
Using AdWords advanced options	131
Exploring paid options	133
Incorporating Your Keywords	135
Taking Advantage of Trends	137

Chapter 7: Setting Up Your Listening Tools.....139

Creating Your Google Alerts	140
Getting set up	140
Using “super-secret” extras to improve your alerts.....	143
Setting Up Your Google Analytics	145
Creating your account.....	147
Installing your tracking code.....	148
Saying Hello to HootSuite	149
Taking a closer look at HootSuite.....	149
Setting up your dashboard	151
Deciding on your preferences	153
Attaching goodies	153
Introducing Yahoo! Pipes	154

Part IV: Establishing Your Reputation..... 159**Chapter 8: Engaging Easily via Social Media.....161**

Developing Your Brand’s Voice.....	161
Spreading good vibrations.....	163
Standing for something meaningful.....	163
Fostering personal connections.....	164
Missing pieces	164
Identifying Your Audiences	165
Making the case for psychographics.....	166
Choosing your social network.....	167
Empowering Your Social Media Team and Employees	169
Creating your own successful online community	171
Taking a stand for individual accounts.....	171
Earning trust.....	172
Customizing Your Strategy for Mobile Users.....	174
Messaging for mobile devices	175

Chapter 9: Claiming Your Brand Online.....177

Establishing Your Brand Online	178
Being in the right place at the right time.....	180
Making a statement with your branding.....	181
Using the New Media Shift to Your Advantage.....	183
Employing the familiarity bias to build trust	184
Tailoring your message to short attention spans.....	184
Identifying your target audience.....	185
Protecting your interests	186
Co-creating your brand with your fans online	186
Being Seen in All the Right Places	187
Diving in to popular communities	189
Great list resources for more networks	190

Chapter 10: Creating Great Messages	193
Balancing Meaning with Buzz	194
Using your voice	194
Weaving in your SEO keywords	195
Infusing meaning	196
Giving something valuable	196
Adapting Your Message	199
Organizing Your Team's Approach	200
Approval process	200
Deciding who's guiding	200
Keeping It Fresh	205
Anticipation	205
Motivating people to play with your content	206
Maintaining a Sense of Humor	207
Chapter 11: Tapping In to Focused Interest Groups	209
Defining Influence Online	209
Klout	210
Kred	212
PeerIndex	212
Considering Individual Influencers	213
Cultivating relationships with influencers	214
Checking out Community Groups	215
Discovering groups on larger social networks	215
Searching for dedicated social networks	217
Review Sites	219
Angie's List	220
Yelp	220
Reviews on Google Places	220
Deal of the day websites	222
Chapter 12: Writing Your Way to the Top	223
Infusing Your Content with SEO Keywords	223
Capturing Attention with Catchy Titles	224
Create a list	225
Tell 'em how to do something	226
Use your words carefully	226
Surf trends	228
Keep it short	229
Priming Your Audience's Anticipation	230
Solving stresses	230
Creating a series of posts	230
Discovering your audience's needs	232
Repurposing other web content	232
Bringing in guest bloggers	233

Weekly Schedules for Blogs	233
Sharing write on time	234
Periodic Schedules for E-Books	236
Fanning the Flames of Positive Engagement	237
Affinity	238
Weight	239
Timing.....	239
Jump-Starting Your Blog.....	241

Chapter 13: Using Visuals to Spread Your Message 243

Working with Infographics	243
Improving Your Images.....	246
Popping their peepers.....	246
Bringing sharing savvy back.....	247
Sharing Your Images on Social Networks.....	248
Blogs.....	248
Facebook.....	249
Google+.....	250
Pinterest.....	250
Slideshare	251
Flickr.....	253
Tumblr.....	256
Instagram	256
Twitter.....	257
LinkedIn.....	257
Concocting Viral Videos	257

Chapter 14: Discovering and Inspiring Brand Evangelists 261

Understanding Your Brand Evangelists.....	261
Discovering Them Online	264
Blogs.....	264
Facebook.....	265
Twitter	267
LinkedIn.....	267
Google+.....	269
Recognizing True Influence	269
Speaking at conferences	269
Authoring books	269
Participating in groups.....	270
Comments on blogs and periodicals.....	270
Participating in forums.....	272
Wikis	272
Online followers and friends	273
Rating Influence	273
Deepening Your Relationships	275

Part V: Responding to Crisis: Your Step-by-Step Plan ... 277

Chapter 15: Managing Escalating Issues.279

Assessing Your Situation	280
Learning More About Your Commenters	280
Dealing with online echo chambers	282
Determining motivations	282
Deciding What To Do	283
Validating concerns	285
Engaging just enough	285
Responding Effectively	286
Remembering your purpose.....	286
Turning bad reviews to your advantage.....	287
Asking for positive reviews	289
Making lemonade out of lemons	289

Chapter 16: Managing a Crisis.291

Understanding What Fuels the Fire.....	292
Crafting Your Strategy	293
Examining Domino's Pizza's successful strategy.....	294
New assessments to make during a crisis	296
Learning even more about your commenters.....	298
Deciding what to do.....	304
Assessing whether you need to call in professional help	305
Communicating with Your Audience	305
Perception Is Reality	308
Responding Effectively	309
Rewarding Your Team	310

Chapter 17: Promoting Goodwill311

Making Personal Connections.....	311
Developing connections with bloggers.....	312
Developing connections with social media users	313
Developing relationships with clients.....	314
Developing relationships with fans	315
Staging Delightful Surprises	316
Being seasonally appropriate.....	317
Working with serendipity	317
Promoting events.....	318
Creating Interactive Fun and Games.....	319
Enticing via aromas	319
Creating immersive experiences.....	320
Appealing via rich graphics.....	321
Tantalizing their taste buds.....	322
Going deeper	322

Doing Good in the World	324
Sharing valuable resources	324
Promoting meaningful causes	325
Juicing Lemons into Lemonade	325
Dealing with constructive criticism.....	326
Identifying room to grow	327
Dealing with nonconstructive criticism.....	328
 <i>Part VI: The Part of Tens</i>.....	329
Chapter 18: Ten Online Reputation Tips for Special Events	331
Chapter 19: Ten Ways to Faceplant Your Online Reputation	337
Chapter 20: Ten Ways to Create Happy Fans.	345
 <i>Index</i>	351