



Digital

# Where Do Your Footprints Lead?

Managing your online reputation in this highly *“social”* world.



# What is your digital footprint? Why is it important?

*"The beauty of social media is that it will point out your company's flaws; the key question is how quickly you address these flaws."*

**Erik Qualmann, author of "Socialnomics"**



# Introduction

- ☛ 2.5 Billion engage in social media – worldwide
- ☛ 1 Billion+ names are searched on Google daily
- ☛ 77% of job recruiters review online profiles before hiring
- ☛ 45% of people declined business with someone due to info from World Wide Web



# Know the Impact



Stay up to date on what's out there – and understand  
the message being sent...

# The good thing about social media...

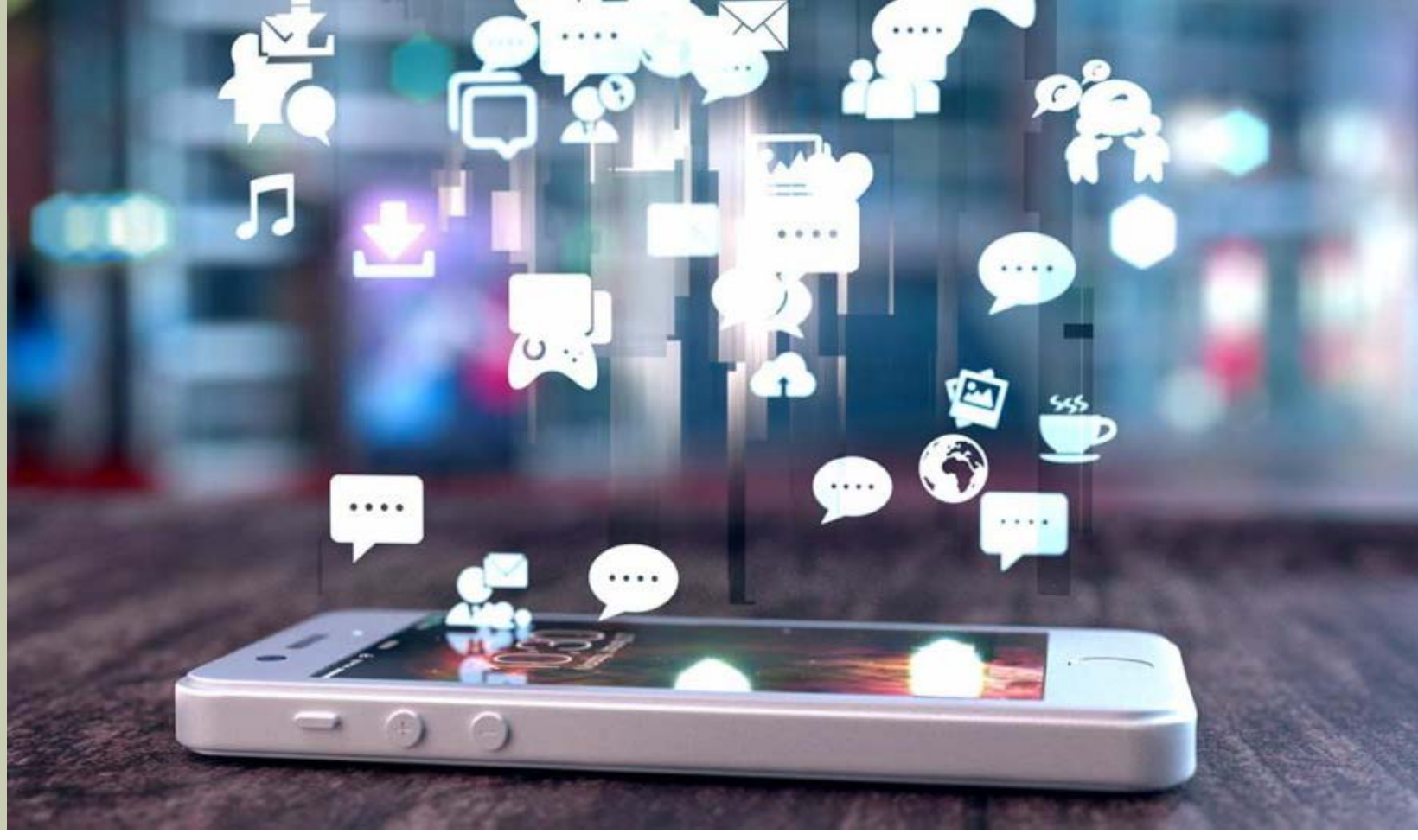


- You can build a network of authorities. Building an active network of like-minded professionals can influence potential partners, investors or informers, while increasing your access to knowledge and advice.
- Following, sharing and interacting with your favorite brands strengthens your tie to them
- Sharing useful and relevant content helps make you an expert and building a following increases your influence which may give you a leg-up with current or prospective employers.
- Allows you to stay up to date with industry news and boost connections with other professionals in your sphere.
- Very easy to target your audience and build brand efficiently and with known data.

# Risks & Challenges That Can Harm Your Business...

- It's too tempting to share inappropriate content. Photos of you dancing on the table, or over indulging in fine wine and spirits are better left "unpublished."
- It's not just personal connections who see your posts. Think Employer, Investors or even the Government.
- It's not just your high school English teacher who cares about your parts of speech.
- Avoid slings and arrows on social media. No matter how hot the topic (or politically charged) do not post derogatory comments.
- Very heavily controlled by Social Media Providers/Platforms. Own what we see and post.





## What's Your Digital Style?

Are you afraid of social media, or is that a space you can't get enough of? Sharing too much, or not enough can both be harmful to your reputation. It's hard to self-monitor, especially if you don't really know your style. Here's a fun little activity...

# Managing Your Online Reputation

Be proactive in your approach:

- ☛ Fully develop your social site pages – especially Twitter and Facebook
- ☛ Make it easy to learn about your company and/or brand
- ☛ Start increasing positive online reviews
- ☛ Build a strong offline presence and use it





# Build your OFFLINE Reputation to strengthen your online one.

## Networking Works

- Build trust & confidence thru familiarity – be a regular
- Enjoy the process of connecting with others & help them make new connections too



## Opinion Matters



- Ask your customers to write testimonials to highlight your stellar work
- Encourage others to introduce you in-person to their best client

# Deleting customer's negative post.

Customers have to be acknowledged not ignored.



Seems counter-intuitive, but its NOT...

Never Delete or Hide Negative Feedback or Complaints from Consumers...

Simply **ACKNOWLEDGE, APOLOGIZE, CORRECT and IMPROVE**

# A few closing thoughts...

- Digital promotion is affordable and trackable
- Allows for dynamic user experience
- Only do, what you can do

*Thank you BPW friends for your attention!*



**Final Details**  
Marketing & Design

Be Seen. Be Heard. Be Remembered.

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