

# **Building Your Online Reputation**

## Introduction

“It takes 20 years to build a reputation and five minutes to ruin it.

If you think about that, you'll do things differently.”

- Warren Buffett

Online reputation - can include news articles, blog posts, social media profiles, “people search” sites, public records, Wikipedia articles, automatically generated content, photos, videos—anything.

Without a current, clearly identifiable online reputation or brand, you leave the interpretation of your achievements, skills and identity to other people. That interpretation will usually be based on incomplete, and sometimes inaccurate, information.

Part of establishing a brand is building a strong presence online. A common reason why people suffer online reputation damage is that they lack a strong “digital footprint” – a significant, informative and current body of material about them on the Internet.

Without that reputation insurance, anything that anyone posts online about you (or even someone who shares your name) goes straight to the top of results and can stay there when anyone searches for your name. The more online “assets” you own, the more tools you have in hand to suppress such material.



## Who Are You Online?

Reflection of your online activity thus far is important to create a map of how you want to look online in the future. Please answer the following questions about your online identity.

1. What kinds of things do you tend to post about online?

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2. How much thought do you give to choosing or creating them?

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3. What would you *not* post about?

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4. What mental processes do you go through in deciding what to post, when and how?

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5. How do you think you are perceived online? Why?

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## How to Google Yourself

### **Sign out of your Google Account.**

Google employs personalized and local searches when you are signed into your account. In other words, Google will slightly alter your results to make them more relevant to you based on your location and what they know about you through your Google account. The person searching you won't have the same customizations for your name, so make sure you sign out before searching to get a true snapshot of how your results look to others.

### **Search for the name people will actually use to search for you.**

Do you use your middle name or initial on your resume? Do you go by a nickname that most people call you? Did you recently acquire a hyphenated last name? When you search for yourself online, make sure you use the name that people are going to be searching for you with. Also, search for any variations of your name or common misspellings. In the same vein, make sure you are consistent with your name. Be sure you are using the same name on your resume, social media profiles, website, etc. (and make sure that it's the one that you want to show up in Google results.)

***Tip: Concentrate on the first page of your Google results - 93% of searchers never go past the first page and use the first 10 search results to form their impression.***

### 3 Tips to Improve Your Google Search Results

1. Leave comments on blog posts and websites you like.
2. Create a Google + profile, google ranks this very highly.
3. Create a LinkedIn profile, these profiles are usually one of the top 5 search results.
4. The more content and activity that you post the more likely you will be in control of the first page of search results.

These strategies are also useful to move unfavorable search results down to the 2<sup>nd</sup> or 3<sup>rd</sup> page where less people will see it.

### Setting up Google Alerts on Your Name

By creating a Google Alert, you can get email notifications any time Google finds new results on your name.

#### How to Create an Alert

1. Visit Google Alerts ([www.google.com/alerts](http://www.google.com/alerts))
2. In the "Create an alert about" box, enter the words you want to get email notifications for.
  - a. Use quotes when using your name "John Smith."
3. Click **Show options** to say how often you get alerts, what types of results you want to get, and more.
4. Click **Create Alert**.
5. Once your alert is set up, you'll start getting emails any time we find new search results for your keywords.

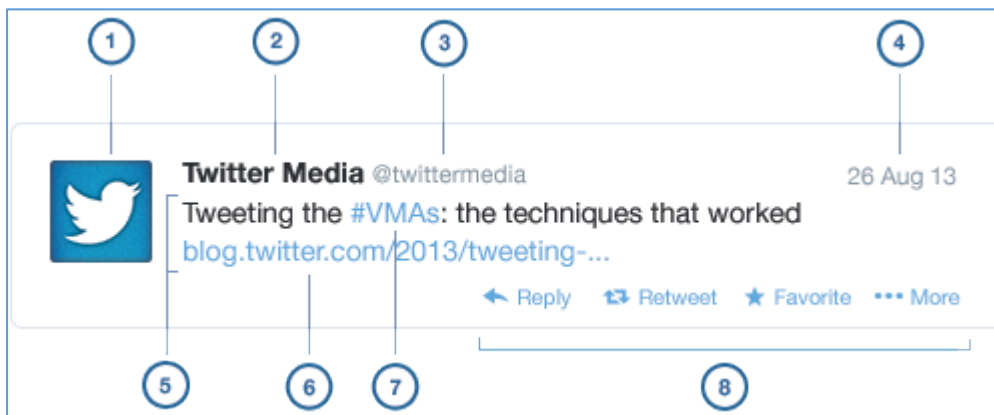
## Twitter: What is it and why is it important to your online reputation?

### **Anatomy of a Tweet**

Twitter is a service that helps you create and share ideas and information instantly, without barriers. It's the easiest way to follow the trends, stories, and breaking news making headlines around the world, but it also helps you stay in touch with subjects a little closer to home: friends, family, businesses and social causes that are dear to your heart.

Before you get started, it will help to learn some lingo.

- **Tweet:** A message posted via Twitter containing 140 characters or less.
- **tweet, tweeting, tweeted:** Posting a message through a Tweet.



1. **Profile picture:** The personal image uploaded to your Twitter profile in the Settings tab.
2. **Twitter account name:** The name of your account. Think about whether you want to use your real name or some other identification.
3. **Twitter @username:** Your @username is your unique identity on Twitter. Think of it as your Twitter URL, as in: [twitter.com/username](http://twitter.com/username). The @ sign is also used to mention people in Tweets, like this: Hello [@Twitter!](#) Your account name and username do not need to be the same.
4. **Tweet timestamp/date:** This tells you when the Tweet was sent. Click the date or time to view the permalink page for a Tweet.
5. **Tweet text:** Every Tweet fits into a space that's under 140 characters. Just the right size for a big idea, a headline or a timely observation.
6. **Links:** You can link to other websites, articles, photos and videos within a Tweet.
7. **Hashtags:** A hashtag is any word or phrase with the # symbol immediately in front of it. This symbol turns the word into a link that makes it easier to find and follow a conversation about that topic.
8. **Tweet actions:** Here you can reply to, retweet and favorite a Tweet.

## Twitter Exercise

Let's practice writing a tweet in 140 characters or less.

1. Make it interesting.
2. Use or create a hashtag in the body to engage non-followers.
3. Use capitals at the start of a sentence, but don't tweet in all caps (signifies shouting).
4. Spaces, punctuation and # symbols count towards the 140 character limit.

### EXAMPLES


←Tweet🔍✍️



**zaynmalik1D** ✓  
@zaynmalik

May your neighbours respect you ,  
trouble neglect you, angels protect  
you and heaven accept you :) x

3/8/12, 8:42 PM



**Neil deGrasse Tyson** ✓  
@neiltyson


According to the song, Rudolph's  
nose is shiny, which means it reflects  
rather than emits light. Useless for  
navigating fog.

⚙️ Following

↩️ Reply↻ Retweet★ Favorite⋮ More

RETWEETS  
**3,076**

FAVORITES  
**502**



6:39 PM - 24 Dec 2011



**Not Will Ferrell**  
@itsWillyFerrell

Right now you have 3 fingers behind your  
phone, your pinky tucked under for support,  
and you're scrolling with your thumb. RT if  
I'm right.

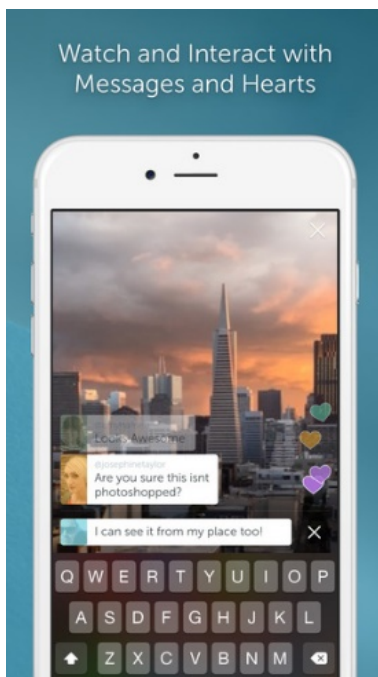
⚙️ Follow

↩️ Reply↻ Retweet★ Favorite⋮ More

RETWEETS  
**2,937**

FAVORITES  
**1,382**





Periscope is an app that you can download onto your mobile device.

It enables you to “go live” anytime and anywhere. The app enables you to become your own “on the go” broadcasting station, streaming video and audio to any viewers who join your broadcast.

Once a broadcast is over, others can watch a replay, and even provide feedback, within Periscope for up to 24 hours. After that, the broadcast is removed from the app. There is an option to save your broadcasts to your mobile device and, once you’ve got it there, it can be published and shared online just like any other video.

And, even though YouTube has offered live streaming for some time, this new generation of live streaming offers a sense of community and authenticity that seems to hypnotize the masses.

Live streaming will play a major role in digital, social, and influencer marketing in the coming years. Periscope, Facebook Live, Meerkat, and Blab will all fight for a place in the market.





## Facebook: Not just for Family and Friends Anymore

### **What is Facebook?**

Facebook is a **social networking website** that makes it easy for you to **connect and share** with your family and friends online. Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. By 2006, **anyone** over the age of 13 with a valid email address could join Facebook. Today, Facebook is the world's largest social network, with **more than 1 billion users** worldwide.

### **Why use Facebook?**

Have you ever wondered why people like using Facebook? After all, there are already lots of other ways to communicate online, such as email, instant messaging, and so on. What makes Facebook unique is the ability to **connect and share** with all the people you care about at the same time.

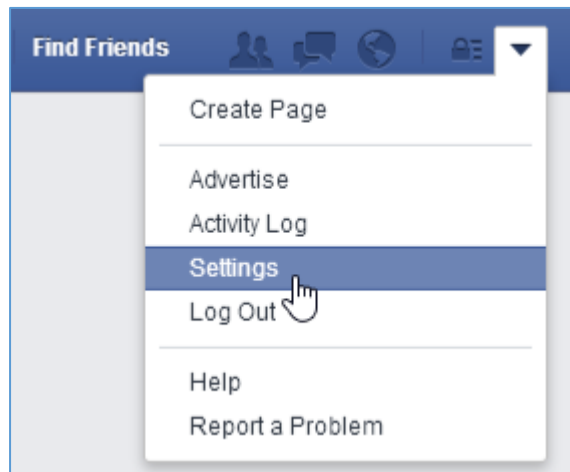
For many, having a Facebook account is now an expected part of being online, much like having your own email address. And since Facebook is so popular, other websites have worked to **integrate Facebook**. This means you can use a single Facebook account to sign in to different services across the Web.



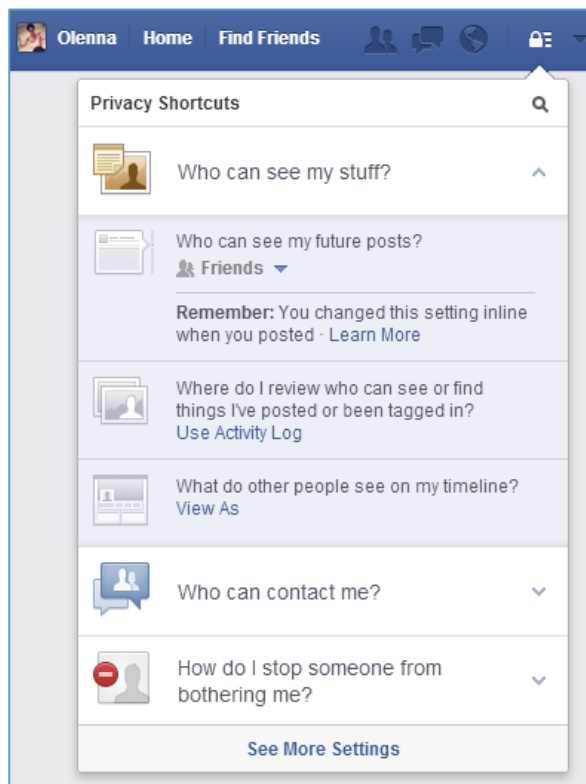
## Facebook: How to Protect Your Privacy

Step by step guide on updating your privacy settings on Facebook.

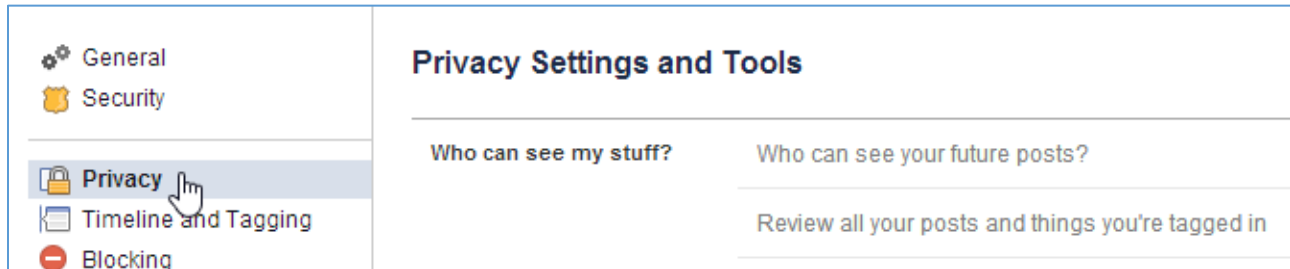
Step 1:



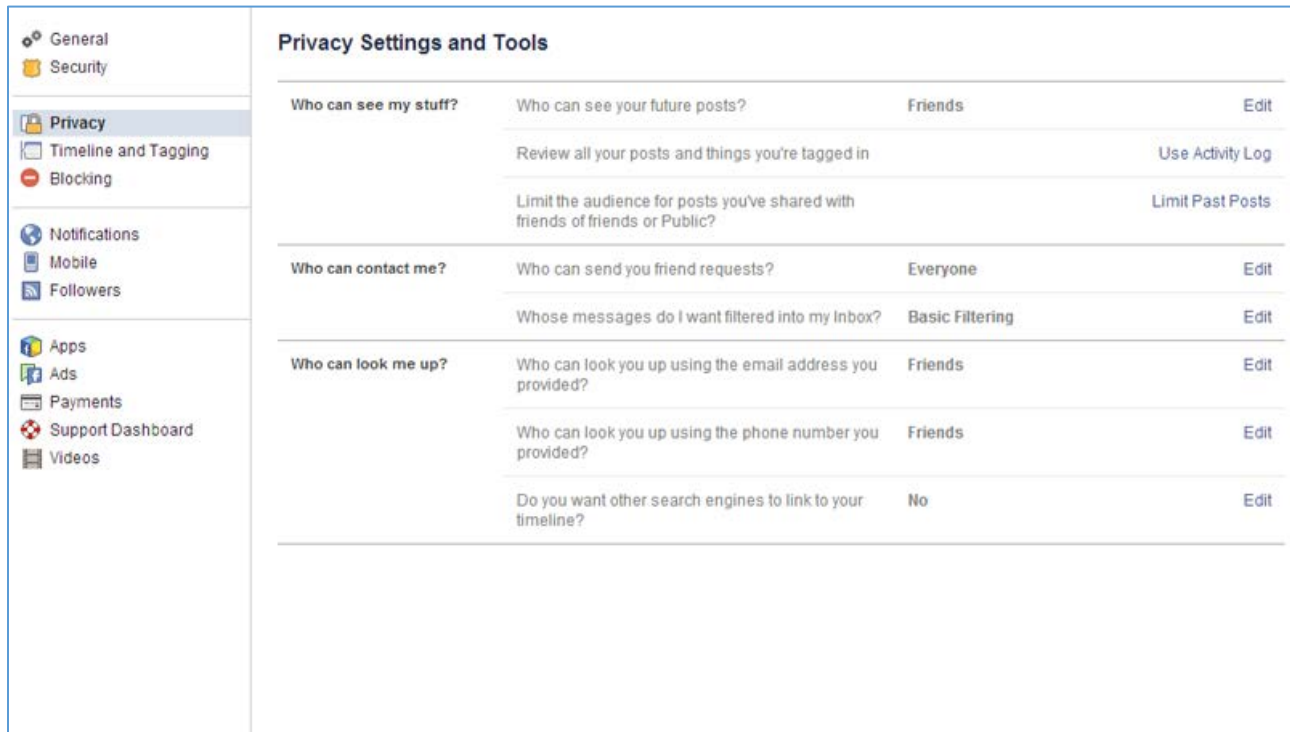
Step 2:



Step 3:

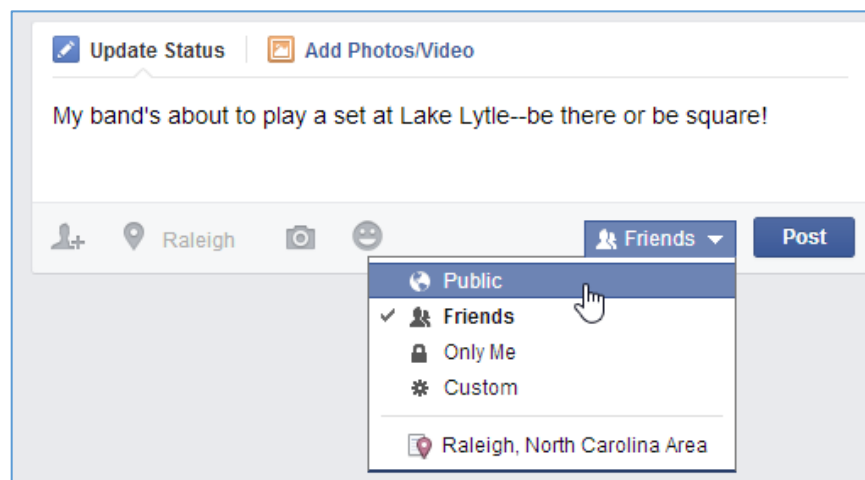


Step 4:



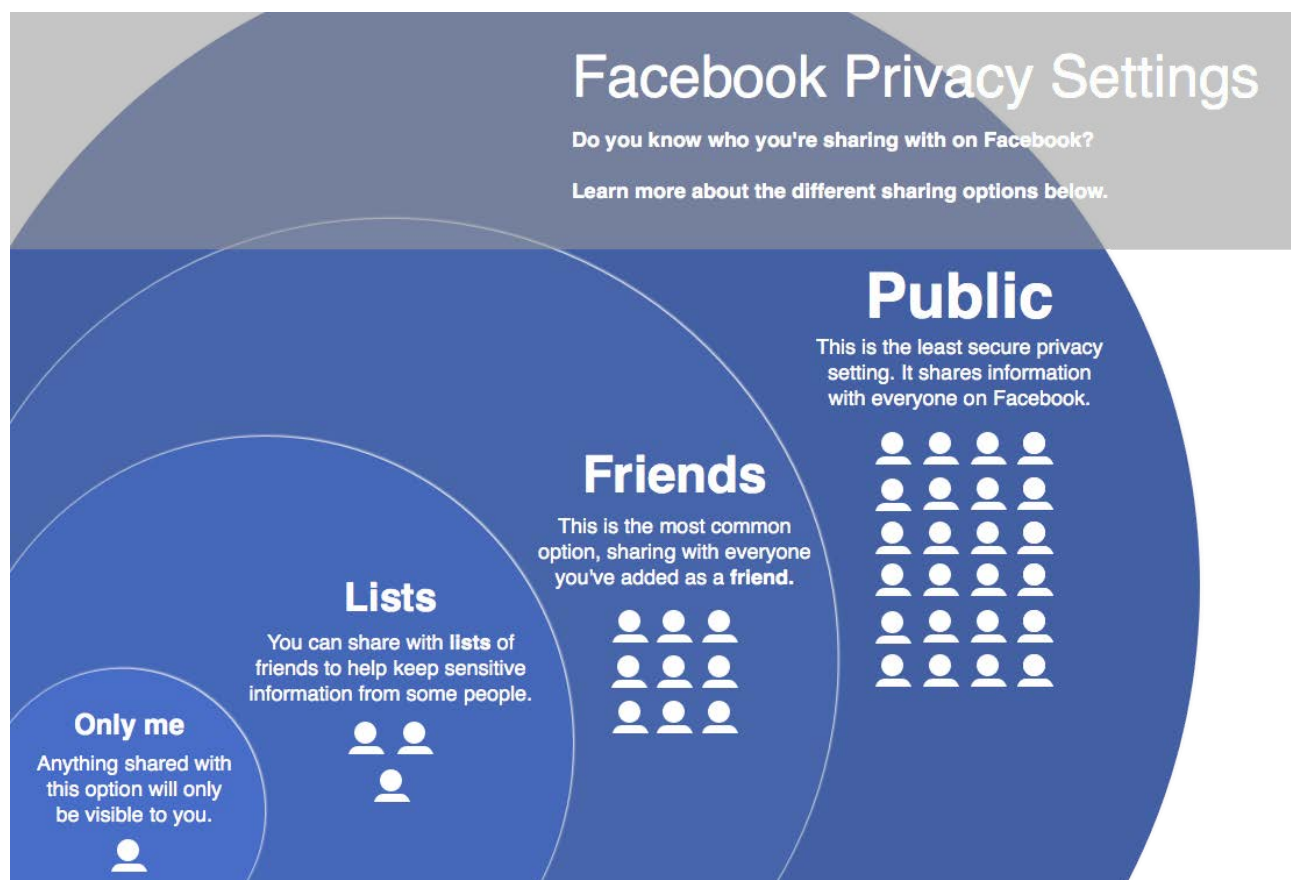
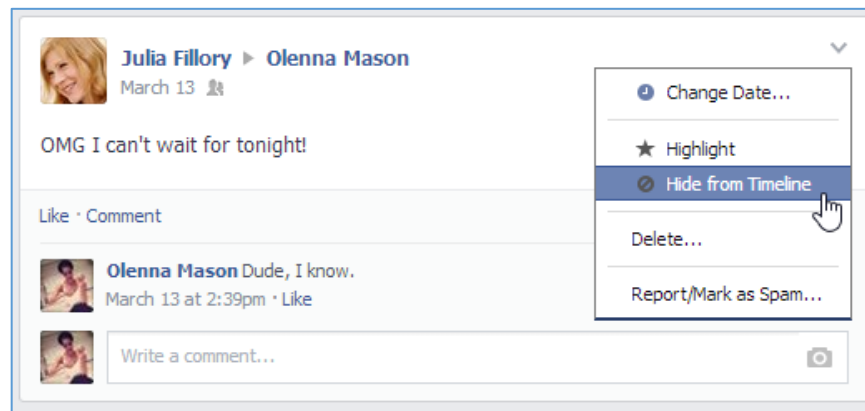
Select your Audience for a post

Optional Step 5:



Hide posts from your newsfeed

Optional Step 6:



## Example of Strong Google Search Results

In this example, the google name search is on Marc Knoll

The screenshot shows a Google search for "marc knoll". The search bar at the top contains "marc knoll" and the Google logo. Below the search bar, the text "Search" is followed by "About 3,790,000 results (0.23 seconds)".

On the left side, there is a vertical menu with the following options: Web, Images, Maps, Videos, News, Shopping, and More. Below this menu is a link to "Show search tools".

The search results are listed below the menu. Red arrows point to the following results:

- Did you mean:** [mark knoll](#)
- Marc Knoll - A creative mind on a voyage of discovery**  
[marcknoll.com/](#)  
by Marc Knoll - More by Marc Knoll  
I am **Marc Knoll**, a media management student and an online marketer. Feel free to visit my website.
- Jean-Marc Knoll - YouTube**  
[www.youtube.com/user/jeanmarcknoll](#)  
Share your videos with friends, family, and the world.  
▶ 0:51 Sarah's 12th and final present! Merry Christmas!!! 24 Dec 2008  
▶ 0:21 Sarah's Third Present! 17 Dec 2008
- Marc Knoll | Facebook**  
[www.facebook.com/Marc.J.Knoll](#)  
**Marc Knoll** is on Facebook. Join Facebook to connect with **Marc Knoll** and others you may know. Facebook gives people the power to share and makes the ...
- Marc Knoll on Vimeo**  
[vimeo.com/marcknoll](#)  
I am a creative spirit that likes to absorb anything about new trends, gadgets and online marketing. Feel free to take a look around!
- Marc Knoll (MarcKnoll) on Twitter**  
[twitter.com/MarcKnoll](#)  
**Marc Knoll** @MarcKnoll. I'm a media management student and hungry for tech-gadgets, social media and online marketing. Breda - [http://www.marcknoll.com](#) ...
- Marc KNOLL - Agence Régionale de Développement Paris Île-de-...**  
[www.paris-region.com/ard/paris.../m-marc-knoll-4651.kjsp?...](#)  
31 Jan 2012 - **Marc Knoll** Executive Manager - Regional Attractiveness Center. 3 rue des Saussaies 75008 PARIS France; Phone number : +33 (0)1 58 18 ...
- Marc Knoll - Deutschland | LinkedIn**  
[de.linkedin.com/in/marcknoll](#)  
München und Umgebung, Deutschland - **Marc Knoll** is a media management student and an online marketer  
Sehen Sie sich das Karriere-Profil von **Marc Knoll** (Deutschland) auf LinkedIn an. LinkedIn ist das weltweit größte professionelle Netzwerk, das Fach- und ...
- Marc Knoll, Marketing and Advertising**  
[marcknoll.brandyourself.com/](#)  
by Marc Knoll - More by Marc Knoll  
**Marc Knoll**, Marketing and Advertising: The authoritative source of **Marc Knoll's** personal information, links, and social activity.
- Images for marc knoll** - Report images
- Marc Knoll - Quora**  
[www.quora.com/Marc-Knoll](#)  
**Marc Knoll**, Online Marketer. Business Besides my media management studies, I work as an online marketer, doing mainly SEO, SEA and web design.
- Marc knoll presentations**  
[www.slideshare.net/marcknoll](#)  
View all of **Marc Knoll's** Presentations: ... **Marc Knoll's** updates Load more. **Marc Knoll** started following. Bastian Hübner · Angelika Bondarenko · Robin Aarts ...

At the bottom, there is a section titled "Searches related to marc knoll" with the following links: [marc knoll facebook](#), [marc knoll pink floyd](#), [marc knoll paris](#), and [mark knoll](#).

Twitter Basics Chart

**Tweet**

Message that is 140 characters or less

**Retweet**

Repost a tweet

**Following**

You subscribe to someone's account and get their tweets

**Favorite**

When someone likes your tweet

**Follower**

Someone that chooses to subscribe to your tweets

**Direct Message**

Message that is sent privately only with someone you follow.

**@Replies**

Tweet @username means its directed at that person specifically

**#hashtag**

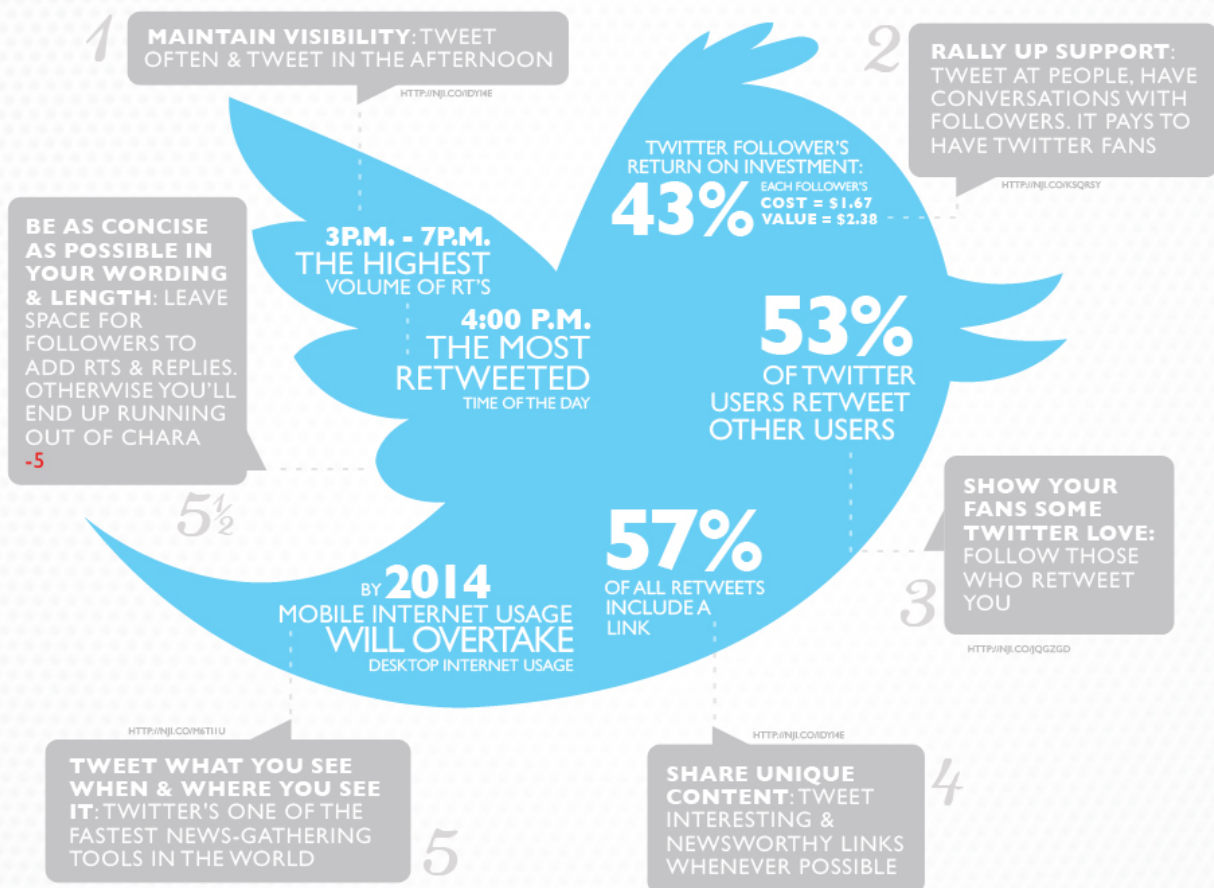
Highlights topics and key words in a tweet

**#FF**

Follow Friday: you give a shout and suggest others follow them

## Twitter Best Practices

# 5<sup>1</sup>/<sub>2</sub> BEST twitter PRACTICES



■ NJI MEDIA INFOGRAPHICS



Twitter Cheat Sheet

# Twitter – Cheat Sheet

## 1 120 Characters

You have 140 characters to post on Twitter, but it's best to use only 120 so that people can Retweet you easily with RT @username in front of your post.

## 2 Retweet (RT)

RT @username – When you forward on someone else's tweet. It's etiquette to put RT @username before the copied tweet. e.g. "RT @stephenfry Independent article here worth a read: <http://tinyurl.com/2vkhaw>"

## 3 @

Use this to talk to other users with @username (no space between @ and their name). e.g. "@LexisClick Thanks for your Twitter cheat sheet, it's proving v useful!"

## 4 DM

Short for direct message – for conducting private conversations. Check yours in the right-hand column of your homepage.

## 5 Trending

The most popular topics on twitter. They will usually be big news stories or shared Twitter jokes. Current trending topics are listed on the right-hand column of your home page.

## 6 #:

Hashtag use it to organise your posts, create and surf trends. Many trending topics have a # before them. Twitter users use the hashtag (#) when they're talking about a specific subject, so that other users can search for the hashtag term to see what's happening.

## 7 #ff

Follow Friday - On Fridays, use this hashtag to recommend other people you think your followers would find it useful to follow.

## 8 #fridayfun















Use this to post something fun for your followers on a Friday.

## 9 Lists:

You can use Lists to group people and businesses you follow into useful categories. You can follow the whole list in one go or just view the list on a separate page – it shows all those selected people's recent tweets.



## Social Media Management Apps and Online Tools

Hootsuite Alternatives   Feature Comparison															
	Tier	Price	# Connected Social Accounts	Users		facebook			Linked in						Free Trial
					Page	Profile	Group	Page	Profile	Group					
	Free	\$0	3	1											N/A
	Pro	\$9.99/month	50*	2*	✓	✓	✓	✓	✓	✓	✓	✓		✓	30 Day
	Enterprise	Custom	Unlimited	Unlimited											None
	Small Business	\$50/month	25	5											7 Day
	Medium Business	\$100/month	50	10	✓	✓	✓	✓	✓	✓		✓	✓		
	Large Business	\$250/month	150	25											
	Deluxe	\$59/user/month	10	—											30 Day
	Premium	\$99/user/month	20	—	✓	✓	✓		✓	✓		✓		✓	
	Team	\$500/month	30	3											
	Custom	Custom	Custom	Custom	✓	✓	✓		✓	✓	✓	✓	✓	✓	None
	Free	\$0	1	1											N/A
	Professional	\$35/month	Unlimited	1	✓	✓	✓	✓	✓	✓	✓				7 Day
	Twitter Unlimited	\$14/month	5+ Twitter	1											N/A
	Free	\$0	Unlimited	1	✓										N/A
	Custom	Custom	Custom	Custom	✓	✓	✓	✓	✓	✓	✓	✓		✓	Request Demo
	Free	\$0	Up to 5	Unlimited											N/A
	Pro	\$4.99/month	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓				15 Day
	Mobile Apps Promotion	\$14.99/month	Unlimited	Unlimited											7 Day
	Bronze	\$39/month	100	1*											14 Day
	Silver	\$79/month	200	1*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Gold	\$99/month	300	1*											
	Ultimate	\$199/month	Unlimited	2*											
	Basic	\$1000/month	2	Unlimited											Request Demo
	Pro	\$4000/month	10	Unlimited	✓	✓	✓	✓	✓	✓	✓				
	Corporate	\$12000/month	20	Unlimited											
	Enterprise	Custom	Custom	Unlimited											
*Additional available for extra monthly fee															
A Chart Brought to You By 