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?
   
   __________________________________________________________
   
   __________________________________________________________
   
   __________________________________________________________

2. How much thought do you give to choosing or creating them?
   
   __________________________________________________________
   
   __________________________________________________________
   
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3. What would you not post about?
   
   __________________________________________________________
   
   __________________________________________________________
   
   __________________________________________________________

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

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 2nd or 3rd 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)
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. 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

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

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

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.
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:

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
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 it’s 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

1. Maintain visibility: Tweet often & tweet in the afternoon

2. Rally up support: Tweet at people, have conversations with followers, it pays to have Twitter fans

3. Be as concise as possible in your wording & length: Leave space for followers to add RTs & replies, otherwise you’ll end up running out of character

4. 3PM - 7PM: The highest volume of RTs

5. 4:00 PM: The most retweeted time of the day

6. 5½: By 2014, mobile internet usage will overtake desktop internet usage

7. Tweet what you see when & where you see it: Twitter’s one of the fastest news-gathering tools in the world

8. Share unique content: Tweet interesting & newsworthy links whenever possible

5½ Best Twitter Practices

43% Twitter follower’s return on investment: Each follower costs $1.497, value = $2.38

53% of Twitter users retweet other users

57% of all retweets include a link

Show your fans some Twitter love: Follow those who retweet you

http://www.tweets.com

http://www.comedia

http://www.comedia

NJI Media Infographics
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/2vkhwaw"

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

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*Additional available for extra monthly fee

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