The Latest Way of Managing Online Corporate Reputation Management by James Blee

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With an emerging breed of consumers demanding interaction with businesses and insisting on greater organizational transparency and accountability, picture and reputation management for organizations has become harder than ever. It is like having millions of eyes watching over your business and a thousand mouths asserting involvement in the communication method. The challenge now is how organizations establish and maintain a positive and strong brand and corporate reputation management in the Net Age.

Meta-Trends in Managing Reputation Online

John Bell, managing director of 360o Digital Influence of Ogilvy Public Relations Worldwide, talks about meta-trends that affect how corporations manage reputation in the presence of the social media and brand communities.

1. Hyper transparency

It is high time that businesses not only open their windows and doors but make their walls transparent as well. Consumers are out to listen to and see what is going on with their brands now that various social media tools let them do so. Organizations must then operate with honesty and clarity. Secretive companies seldom win..

2. Viral Crises

Primed crisis management plan is a must for today's businesses. Be cautious of bad things blogged, twitted, and posted about your company. Crisis spread is multi-directional and 10x faster. Meet and converse with the fire starters in the right platforms.

3. Demand for Dialogue

Let humans converse with humans. Consumers do not need dreary press releases or deceitful ads. They desire and demand dialogue, genuine dialogue at that. Nothing else gains their trust and loyalty than companies that honestly listen to and talk with them.

4. Louder brand detractors and employees

. Today, it is the Net. Know where the brand detractors are and in what ways they talk. Your company would not need to be fighting in the woods when the enemies are out in the plains.

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