Article published on June 7th 2012 | Management

The Internet is virtually a vast playground with no boundaries wherein millions of people share and express their views via chat rooms, social networking, blogs, RSS feeds, forums, and message boards. Any conversation or discussion is transparent to the view of the public. The comments or reviews that are passed at the click of a mouse button can either make or break the reputation of a company. As a company owner, when you get rewarded for your search engine optimization efforts in making your brand site appear on the first page of Google you need to ensure that your efforts are not spoiled by a gamut of negative reviews. Online Reputation Management is one good way of putting sand on the flame. Big brands need to be completely aware of what is being articulated about them.

The main steps involved in Online Reputation Management are:

â—•Monitoring

â—•Managing

â—•Optimizing

Keep in mind that online reputation management canâ€™t be embraced by an automated tool or software. It requires human analysis and interaction. There are two ways of safeguarding your online reputation. One is to have an in-house team monitoring and attending to the online reviews pertaining to your brand. An alternative strategy is to get the services of a trusted Reputation Management Company.

Tips to monitor your brand reputation

Use the services of popular search engines like Google and Yahoo to send alerts on any brand-specific information that has been passed on in your blogs or forums. Use RSS feeds to track your online brand reputation. This can be done by customizing your feeds using sites like Technorati and Feedster and get instant notifications of any brand name that is mentioned in your forums. Likewise, track your online brand videos and images by using keywords. Another good thing about brand-tracking is there are online tools to track whether the comments that are passed on are by people in the local or the ones that are outside your country. These are some of the simple tracking techniques to monitor your online brand reputation.

The next step it to be an active participant in conversations relating to your industry or brand. Generate positive reviews about your brand and make sure that they are realistic and valid. Too much of promotional content might spoil the essence of your comments. Remember, Brand Reputation Management is all about building confidence and trust in your customers. Therefore, embrace the right techniques of online reputation management and turn stones into milestones.

Article Source:
http://www.articleside.com/management-articles/why-reputation-management-is-essential-for-big-brands.htm - Article Side

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Article Keywords:
Social media dashboards, social media monitoring tool, social media management, reputation management

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