



Fáilte Ireland

National Tourism Development Authority

Online Reputation & PR

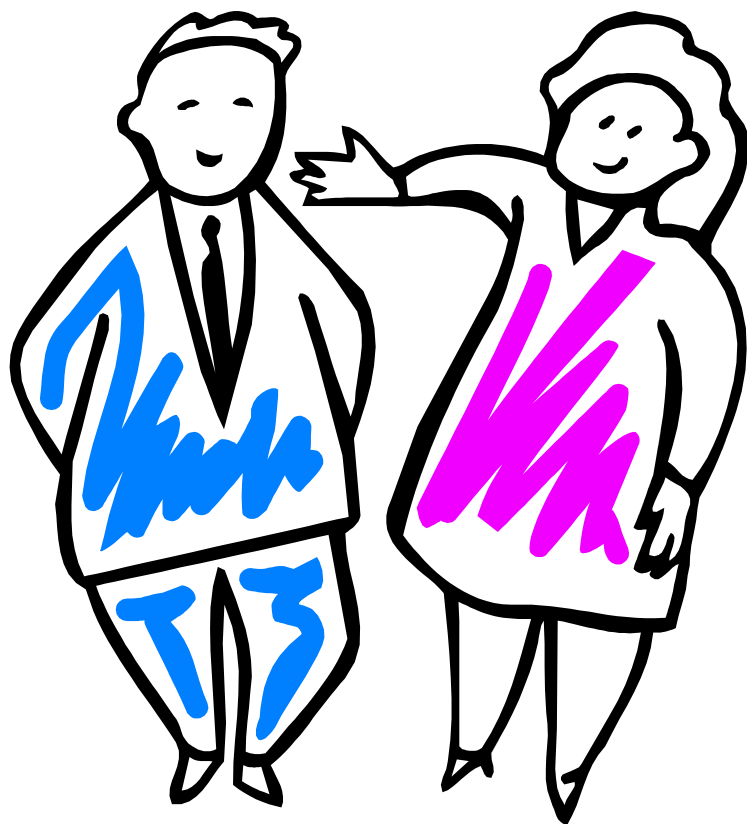
Welcome

“It takes many good deeds to build a good reputation, and only one bad one to lose it”

~ Benjamin Franklin, 1706-1790



Introductions / Objectives



My Objectives

- Highlight online reputation issues
- Help you to identify key reputation sites and evaluate potential exposure
- Empower you to proactively manage your online reputation
- Help you to develop and implement an online PR/social media policy and plan



Glossary

- Blogging e.g. Wordpress
- Micro blogging e.g. Twitter
- Search Engine Optimization (SEO) e.g. on Google
- Web 2.0 / UGC e.g. Facebook, Tripadvisor



Online Reputation & PR

- Introduction
- Online Reputation Management
 - Anticipate
 - Claim
 - Monitor
 - Respond
- Relevant websites and tools
- Online PR/social media policy and plan

tip!  Tips and Best Practice



Will this Internet thing catch on?

- TripAdvisor: **50,000,000** unique monthly visitors
- Twitter: **190,000,000** registered users, tweeting **65,000,000** times a day
- Facebook: **750,000,000+** active users, 50% of whom log in daily
- YouTube: **490,000,000** unique users every month
- LinkedIn: **100,000,000+** users



Being Talked About?

Reviews

Forums

Blogs

**Social
Sites**

**Location
Services**

**Video /
Images**



Being Talked About?

- **34%** of bloggers post opinions about products and brands
- **90%** of consumers trust peer recommendations
- **14%** of consumers trust advertisements





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Online Reputation & PR

Prepare Your Online Reputation

Online Reputation Management

Anticipate

Claim

Monitor

Respond



Get There First!

- Bump bad news
- Broadcast good news



How to Get There First!


- Take care with information that you can control
 - Online profiles: Google, LinkedIn, Twitter, Facebook
 - Directory / industry / local area listings
 - Website metadata = display on SERPs and social media



Google Profile: Before

Google profiles

Click on the parts of your profile you want to edit. [Done editing](#)



change photo


Karen Henry

A brief description of you

Add some photos here.

About Photos Videos

Introduction	Put a little about yourself here so people know they've found the correct Karen.	Links
Bragging rights	Examples: survived high school, have 3 kids, etc.	Where are you on the web?
Occupation	What do you do?	
Employment	Where have you worked?	
Education	Where have you gone to school?	



Google Profile: After

Google profiles

Find people



Send an email

A*Star Hostel Group Dublin

Edit Profile

About Photos Videos Buzz

Introduction A*Star Hostel Group comprises three great hostels in Dublin city centre: Abigail's, Ashfield House and Abraham House

Employment A*Star Hostels Dublin
present



Links

- A*Star Hostel Gro...
- Abigail's Hostel D...
- Ashfield House H...
- Abraham House...
- YouTube - astarh...
- Picasa Web Albu...
- dublinhostels
- astarhostelsfans
- a_hostelsdublin

Home Address 19/20 D'Olier Street, Dublin 2, Ireland

Work Address 82-83 Lower Gardiner Street, Dublin 1, Ireland

Birthday 17 March

Other names Hostel Dublin

Online Profile



- Have comprehensive, well-written, keyword-rich profile content ready
- Save any resized images for future use (e.g. under 500kb)
- Maintain a register of all online listings / profiles, to facilitate updating
- Save positive mentions, for reuse



How to Get There First!

- Keep positive mentions current and promoted
- SEO and current content are critical
- Get the basics in place before promotions
- Make sharing your details easy



How to Get There First!

- Leverage offline content (e.g. emails, feedback, events, press coverage)
- Build your brand consistently online



Build Your Brand

- Consistent content across platforms
 - Name
 - Tone / values
 - Logo
 - Colours
 - Description (or customise for markets)
 - Images
 - Tag line



Online Reputation Management

Anticipate

Claim

Monitor

Respond



Claim Your Business

- Key Sites
 - [TripAdvisor](#)
 - [Google Places](#) (formerly Google Local Business Center)
 - [Yahoo! Local](#)
 - [Facebook Places](#)
 - [Foursquare](#)
 - [LinkedIn](#)



Steps to Claim Your Business

1. Locate your listing
 - Avoid duplication, especially for Google Places, to benefit from analytics
2. Set up an account
3. ‘Claim’ and establish ownership
 - Email / phone no / company documents
4. Customise your listing in detail, with consistent branding, images, tone...



Over to you...



- In small groups, select a site from this list and follow the steps to claim your business
(may not be possible to complete due to the verification process)

10 minutes



Claimed Your Business?

Now what?



Manage Your Claimed Business

- Monitor comments and analytics
- Keep your details updated
- Build brand and community
- Integrate e.g. review widgets, Facebook page on website
- Add value
 - Special offers, events, packages
 - Customer support



Online Reputation Management

Anticipate

Claim

Monitor

Respond



Monitor Your Online Reputation

- Google yourself!
- Alerts / saved searches
- RSS Feeds: email / browser
- Monitoring Tools



Google Yourself!

- “Your Hotel” + reviews
- Business type and local area
- Check image / video results also
- Use “-” to exclude unwanted results e.g. Dublin -Ohio
- Use “+” for precise spelling e.g. +Cobh
- “Long tail search” = several terms
- Consider searching for misspellings, competitors, key personnel, acronyms...



Alerts

- [Google Alerts](#)
- [Yahoo! Alerts](#)
- [Twitter search](#)
- Facebook search (posts by everyone)



How to Set Up Alerts

- Set up alerts for keywords
- Specify where to search (news, blogs, video, discussion)
- Select delivery frequency and format
- Save keyword searches for Twitter, Facebook



RSS Feeds

- Follow RSS feeds about your local area, type of business
- View RSS feeds in your browser, email or online reader



SocialMention.com

- Real-time search
- Provides results and ‘sentiment score’
- Receive results by email



BoardTracker.com

- Searches discussion forums and message boards
- Graphs trend your results over time



BlogPulse.com

- Monitors mentions in blogs
- Conversation tracker shows threaded view of conversation about keywords



How to Use Monitoring Tools

- Set up keywords / location to track
- Specify
 - Frequency
 - Delivery method
- Adjust as required



Over to you...



- Select a social media monitoring tool and review your business / local area / competitor

5 minutes



Online Reputation Management

Anticipate

Claim

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Respond



Respond to Online Mentions

- Reviews: positive and negative
- Local area discussions
- Tourism / activity queries



Pre-empt Negative Mentions



- “How was your stay with us?”
- Respond to phone calls, letters, offline complaints



The Benefits of Reviews

- Get ideas for improvements
- Identify issues to be addressed
- Publicise positive reviews on website, social media, e-newsletters...



How to Respond

- Listen and engage
- Personalise responses (not templates)
- Convey your brand personality
- Be consistent



Managing Negative Reviews

- Thank them for the review
- Highlight any positive comments they made
- Assure them you are taking it seriously
- Address the specific complaint
- Explain the remedial action you will take
- Let them know you're shocked / explain what happened (if relevant)
- Provide an offline channel to continue the conversation



Managing Negative Reviews



- Take it offline if possible
- Provide direct, personal contact options
- Take response display into account e.g. Tripadvisor > unique first sentence
- Do not make attractive remedial offers online



Over to you...



- How would you respond to this review on TripAdvisor?

10 minutes



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Introduction to Online PR

Tradition PR vs PR 2.0

- One-to-many
- Broadcast
- Scheduled
- Paced
- Structured
- Spin
- Professional media

- One-to-one
- Engage
- 24/7
- Dynamic
- Flexible
- Authentic
- Peer-to-peer communities



PR / Social Media Policy

- Do you need one?
- Who is representing your business online
 - Officially / unofficially?
 - Externally / internally
 - Are they aware of your values, objectives...?
- Allows you to defend actions e.g. delete posts from your Facebook page



Over to you...



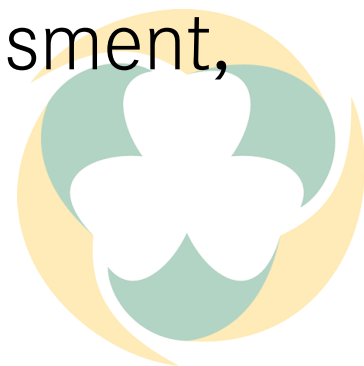
- Brainstorm: what should your PR / social media policy cover?

5 minutes



PR / Social Media Policy

- In-house and published
- Values, tone
- Permitted / forbidden content
- Consequences of violation
- Staff and third party providers have read and acknowledged
- Legal (data privacy, IP, defamation, harassment, confidentiality...)
- Sample policy: [BBC News](#)



PR Toolkit



Communications Philosophy

- Unique Selling Proposition (USP)
- Organisational values
- Objectives
- Key messages
- Brand
- Target markets
- Stakeholders
- Channels



Online Press Area

- Latest news / press releases
- Media coverage, with summary and links
- High resolution logo, images, videos
- Succinct background, fact sheet, description
- Event calendar
- Contact people and details



Press Releases

- Newsworthy (“man bites dog”)
- Contain quotable soundbites, quotes
- Consider the story’s suitability to the media
- Include:
 - Corporate identity: logo, colours..
 - Facts e.g. launch date, price, location
 - Comprehensive, personal contact details
 - Headline (who / what / why) / sub-headline
 - Brief company background paragraph, with links to more detail



Where to Submit Press Releases

- Local press, radio stations
- Travel, tourism, food, weddings... media
- Make personal contact before sending
- Press release websites
 - [Irish Press Releases](#)
 - [News4Media](#)
 - [TravPR](#)
 - [Get to Press](#)



Networking

- Identify and engage with influencers in areas you would like profile (food, weddings, fun, corporate...)
- Check out their [Klout](#)



A screenshot of a tweet from the account 'SheridansCheese'. The tweet text is '@despod @tomdoorley @dudara we made butter today at Virginia show from #IrishRawMilk was fantastic!'. The tweet was posted 16 hours ago and includes options for Favorite, Retweet, and Reply. A red box highlights the text 'sheridans by tomdoorley' in the retweet area.



A screenshot of a user profile for '@tomdoorley'. The profile shows 18,815 Tweets, 362 Following, 4,761 Followers, and 134 Listed. A red box highlights the '4,761 Followers' count.

18,815	362	4,761	134
Tweets	Following	Followers	Listed



Articles – everyone loves content!

- Well-written content of general / industry relevance
- Topics: popular search terms, Twitter trends, topical issues...
- Guest blogging / commenting on blogs



Fam Trips

- Identify objectives and invitee list
- Detailed planning gets results
- Key personnel should meet and greet
- Provide information in advance
- Information pack / CD to take away
- Follow up and evaluate effectiveness



Leverage Positive Messages

- Social media
- Image / video sites
- Profile listings
- Widgets
- Press releases
- eNewsletters



Over to you...



- You are organising a fam trip for an organic restaurant in your local area. What are your PR activities before, during and after the event?

10 minutes





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KEEP IN CONTACT

Facebook

www.facebook.com/webcheck

Online Resources

www.failteireland.ie/WebSupports

Courses Available

www.failteireland.ie/Business-Supports/Websupports/Events

Online Business Tools

www.businesstools.failteireland.ie

For any other questions, contact the Business Supports team on **01-8847762**