Why Preventative Reputation Management Might Be the Right Choice For You

It was Benjamin Franklin who said “an ounce of prevention is worth a pound of cure.” He said it about firing guns, but we take it into consideration when speaking about many things, particularly anything that may be health related. This wise saying also holds true when it comes to your business and its reputation. Online attacks that you are not prepared for may end up costing you quite a lot and they make take their toll in emotional ways if you are not ready to face them and fix them. If you threaten someone who may be tarnishing your image with legal action, even if you are on the right side of the tracks, you may be perceived as revenge seeking, evil and immature. Prevention can allow you to get past these issues without further tarnishing your reputation.

The first step towards preemptive reputation management is finding what the online conversation is surrounding your brand and identifying any sources of negative information that you may find. You may be able to address the negative information in a surprisingly quick manner. However, it is extremely important that you take care when managing any discontent client and you do not reveal any of their personal information. Before you build your online presence and have social media profiles and experience, it might be best if the entire thing is kept confidential.

You should not just monitor your company names and any variations of it. You may also need to look at product names, the names of high level employees, the online activities of high level employees and any industry community websites. You may also want to track your competitors to see what the public are saying about then. Once you have this information, you will be able to implement an online reputation management campaign that will be airtight and that will allow you to face any crisis that may come your way without putting you out of pocket.