



# REPUTATION MANAGEMENT

FOR GENERATION NOW

# Nice to Meet You!

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Originally from NZ  
Moved to Australia in 2010

Former Newspaper  
and Radio Journalist  
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Melbourne & Radio NZ)

Radio News Tutor  
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# The Times They Are a-Changin

Australia has the fourth highest penetration rate of mobile phone subscriptions of the third generation or above.

2015

**100b**

Monthly Google  
searches

2015

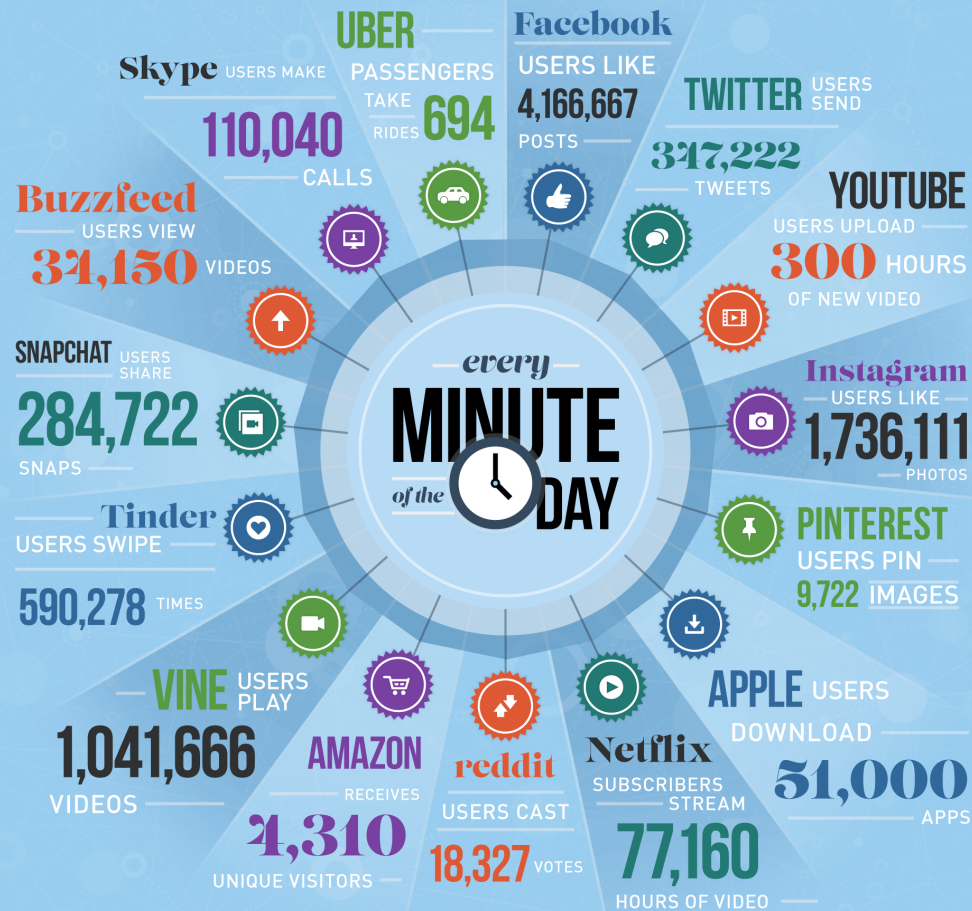
**3.2b**

Global Internet  
Population

2015

**14m**

Monthly  
Facebook Users  
in Australia



THE GLOBAL INTERNET POPULATION GREW  
18.5% FROM 2013-2015 AND NOW REPRESENTS

**3.2 BILLION PEOPLE.**

With each click, share and like, the world's data pool is expanding faster than we can comprehend. Businesses today are paying attention to scores of data sources to make crucial decisions about the future. The team at Domo can help your business make sense of this endless stream of data by providing executives with all their critical information in one intuitive platform. Domo delivers the insights you need to transform the way you run your business. [Learn more at www.domo.com.](http://www.domo.com)



**SOURCES:**

FACEBOOK, TWITTER, YOUTUBE, INSTAGRAM, PINTEREST, APPLE, NETFLIX, REDDIT, AMAZON, TINDER, BUZZFEED, STATISTA, INTERNET LIVE STATS, STATISTICBRAIN.COM

The Digital Revolution has fundamentally changed how we communicate and gather information.





# AVOIDING A #PRFAIL



# Be Part of the Conversation

- More than half (61%) of Fortune 500 CEOs have no social media presence whatsoever.
- Only 60% of CEOs who have Twitter accounts are actually tweeting.
- Barriers include lack of time, questions over ROI and FEAR.

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# Be Part of the Conversation

- Social media connects organisations to a wide range of stakeholders – Including staff, volunteers, donors, service users or members, key influencers (e.g. government, journalists) and board members.
- Not just a '*thing for young people*': Today, 83 percent of parents are friends with their teenager on Facebook.
- Social media is well placed to address the varied and demanding requirements non profits face.
- Social media is cost effective.

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BE  
PREPARED

## **1. GET TO KNOW YOUR AUDIENCE.**

Use any analytical data at your disposal.

## **2. DETERMINE YOUR VOICE.**

Develop a tone/voice for your brand across your social media accounts.

## **3. MAKE POLICIES SIMPLE.**

Provide specific guidance for every organisational level, from board to volunteers.

## **4. BE AUTHENTIC.**

Key messages have a place - But be honest, transparent and 'human' in your conversations.

# When a Crisis Hits

- **ACKNOWLEDGE** the issue.
- **APOLOGISE** and state the actions you're taking to resolve the issue.
- **TAKE IT OFFLINE** – If dealing with a negative comment that's a legitimate complaint, encourage a discussion via private message, email or phone. Then state publicly what action you've taken and the outcome.
- **KEEP ENGAGING** – *Listen, Talk, Listen again* and take cues from your audience about when it's time to 'move on.'

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# Case Study: Tripod Farmers Group

'I thought I was going to die and then had 10 days of hell': Adelaide man tells of horror salmonella case after eating pre-packed salad

**Fears over salmonella salads**  
by SEAN POULTER, Daily Mail

Salmonella salad cases across Australia continue to rise



## **SALADS WORTH DODGING**

Products linked to  
the Tripod Farmers  
salmonella outbreak  
which should not be  
consumed:

Salmonella outbreak in lettuce feared to be  
tip of iceberg

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# Case Study: Tripod Farmers Group

- Published optimised updates regarding outbreak response on website and linked to these via Facebook.
- Responded promptly to customer concerns via Facebook – Answered questions and corrected misinformation.
- Empathised with the audience – Talked to them, not at them.

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# Case Study: Tripod Farmers Group



reviewed Tripod Farmers Group – 5★

6 February at 13:00 · 🌐



I've enjoyed your fresh wash & toss range for many years now & will continue to do so.. I support fresh Aussie grown produce & this is all I have ever experienced from your company.. Chin up guys lots of support still behind you from your locals & satisfied customers who have & will continue to support your family business

👍 Like    💬 Comment    ➦ Share

👍 7

 **Tripod Farmers Group** Thanks for your support. 

Like · Reply · 6 February at 13:20

reviewed Tripod Farmers Group – 4★

6 February at 12:44 · 🌐

Hi guys i will continue to buy your product, unfortunately this kind of thing happens sometimes. I am sure you will put measures in place to try and avoid this on the future.

👍 Like    💬 Comment    ➦ Share

👍 2

## Visitor Posts

▶ Tripod Farmers Group

6 February at 18:13 · 🌐

Well done for your response to this issue. This could happen to any food manufacturer or restaurant. It staggers me how infrequently it actually happens, when you understand how easily nasty bugs grow. I will specifically ask my supplier to buy your products in the future. You are a well run, world class operation in a difficult industry. Sincerely,

👍 7    1 Comment

▶ Tripod Farmers Group

5 February at 23:34 · 🌐

This won't stop me buying your stuff. It's sad this has happened but it will be taken care of 

👍 4    1 Comment

👍 Like    💬 Comment    ➦ Share

▶ Tripod Farmers Group

5 February at 22:35 · 🌐

You would never find a more vigilant company than Tripod Farms. Keep your heads up guys

👍 5

👍 Like    💬 Comment    ➦ Share

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# Case Study: Dan from Optus



an outrage, this is Australia not Syria. You are hypocrites, saying sorry for Paris etc etc but advertising for only Muslims to read



**Optus** Hi Linda, thanks for your feedback. Australia is a country while Islam is a religion. The language used on the sign was Arabic which is also spoken by a number of non-Muslim countries. What we're trying to do is make it easier for people whose first language isn't English to communicate with us. We also have these signs in Chinese and Vietnamese; we're proud to be able to welcome and help all of our customers - Dan

**Jason Wyatt** Starting to think you are a moslem yourself, dan  
Like · Reply · 3 hrs

**Optus** I have no religious ties actually Jason, but it would be an easy assumption to make since I openly display love and compassion, which are among of the values of the Islamic faith - Dan  
Like · Reply · 5 · 2 hrs

**Paul Zammit** · Optus  
17 hrs ·

Does Optus know what the official language is in Australia?

3 Likes 13 Comments

Like Comment Share

3 people like this.

Top Comments ▾



Write a comment...

**Optus** Optus is aware that while English is the most common language spoken in Australia, there is no 'official' language. We want to welcome people to speak to us in whatever language they're most fluent in, so if you're ever feeling nostalgic Paul, you're welcome to chat to us in Maltese - Dan  
Like · Reply · 8 · 3 hrs

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# Case Study: Dan from Optus



**Tali Aualiitia**  
@talialiaualiitia



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Step aside Beyonce, Dan from Optus is currently my new favourite person



**Hael Duriesmith** ▶ Optus

1 hr · 🌐

Dan for prime minister!!!

6 Likes



Like Comment Share



**Steven P Oovip** ▶ Optus

1 hr · Cecil Hills, Sydney · 🌐

Dan from optus!!!!!!!

#danfromoptus4pm

3 Likes



Like Comment Share



**Dheavini Naicker** ▶ Optus

24 mins · 🌐

#teamdan 😊

2 Likes



Like Comment Share



**Bandrew Scott** ▶ Optus

30 mins · 🌐

Dan from Optus is a gentleman and a scholar. Well done sir. Well done.

4 Likes



Like Comment Share

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# Case Study: Dan from Optus



**Tali Aualiitia**  
@talialiaualiitia



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Step aside Beyonce, Dan from Optus is currently my new favourite person



**Hael Duriesmith** ▶ Optus

1 hr · 🌐

Dan for prime minister!!!

6 Likes



Like Comment Share



**Steven P Oovip** ▶ Optus

1 hr · Cecil Hills, Sydney · 🌐

Dan from optus!!!!!!!

#danfromoptus4pm

3 Likes



Like Comment Share



**Dheavini Naicker** ▶ Optus

24 mins · 🌐

#teamdan 😊

2 Likes



Like Comment Share



**Bandrew Scott** ▶ Optus

30 mins · 🌐

Dan from Optus is a gentleman and a scholar. Well done sir. Well done.

4 Likes



Like Comment Share

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# Summary

- Have a clear guidelines for how your organisation communicates online (include your expectations for key staff and their *personal* social media accounts).
- Empower your team to act swiftly when a crisis hits.
- Be authentic, empathetic and demonstrate credibility and professionalism in your online conversations.

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# Thank You

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