



# The Cycle of Strong Reputation Management

**At any time, negative or false content can surface on social media and significantly impact your business, meaning that reputation management is a continuous process.**

Although challenging, the benefits of social media reputation management include credibility among customers, which builds trust and mitigates churn during a real or perceived brand crisis. Here's the cycle your team should model to protect your brand's reputation:



You can't predict when threats will arise, but you can prepare for the fallout by following this cycle for social media reputation management. To take a deeper dive and learn how you can solve for more crisis issues like maintaining SLAs during surges in post volume, visit **Khoros.com**.

