

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:

## Create (and Review) Your Plan

Before a crisis situation happens (and it will), make sure you have a plan in place. Ensure you also have contingency plans and cross-department input. Remind departments to review and test them on the plan at least every 6 months. Also, have a paid plan to promote messaging or a "go-dark" plan for taking down sites and/or posts in a hurry.

#### **Foster Your Advocates**

In your time of need, your advocates may help give insight. Identify brand champions both internally and externally. Nurture these relationships proactively. If issues arise, mobilize and educate these folks.

#### **Be Proactive**

Monitor conversations of key terms, industry leaders, competitors, key influencers, and media outlets. Set alerts on your Khoros app or email for topics, brand and/ or product names you manage. Be diligent and regular about monitoring.

#### **Practice Makes Perfect**

Once you have a plan for addressing crisis issues, run a practice scenario with a variety of stakeholders. To be more prepared, practice what you would do if key stakeholders are unavailable at the time of crisis.

### **Routinely Revise and Update**

Finally, after practicing or in the event of a true crisis, be sure to have a debrief about what worked and what didn't, and update your plan and processes as needed.

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**.

