

## REPUTATION MANAGEMENT AND THOUGHT LEADERSHIP ARE AT THE TOP OF THE LIST

Reputation is fast becoming one of the most critical facets of public relations. For individuals and businesses, maintaining a positive and vibrant reputation—repairing incorrect or negative information—and where possible, proactively creating a personal or company brand of leadership and authority requires a strong focus on proactive PR.

**Here are the reputation elements SnappConner PR can provide:**

### The foundation: Messaging and Mission.

- What are your message and your mission—for you as an individual or for your business?
- Who are the intended recipients or audience of your message—Is it a market sector, a lifestyle demographic or a special interest group?
- What will your mission and message accomplish for the intended recipients?
- What are the calls-to-action the thought leadership role should

For instance, are you calling for: a solution for increased online security; stronger business efficiency; eco-conscious operations or stronger career participants and more jobs?

This initiative will take approximately one week and will serve as the foundation for the PR plan that ensues.



## THE SIX PILLARS OF PUBLIC RELATIONS



### 1. Blogging

Primary and secondary communications vehicles, such as a new or existing blog, a regular column, a video series or broadcast. With the medium (or media) selected, communication should occur a minimum of once per week, leading to greater frequency over time.

The program should also address macro-publishing opportunities – ebooks, longer form videos, a full-length book— select short and long-term goals, enact the timeline and plan for execution.

### 2. Social Media

The company or individual should be at least functionally present in the primary social media platforms. Recommendations may vary, but for most individuals or companies the primary foundations will be LinkedIn, Google+, YouTube, Twitter, Facebook and Pinterest. Where needed, the PR program can establish, manage or advise on all of these fronts.

### 3. News

As a goal, the company or individual should be issuing relevant news at the pace of approximately one announcement per month. Timing may vary. However, strongly executed press releases can serve as one of the core components of a thought leadership or reputation management plan.

### 4. Brand Mentions

These are the appearances in earned media—columns, feature articles, product reviews, quotes and appearances in journalistic locations produce the level of credibility an individual or company needs.

### 5. Reputational Mentions

This is an active monitoring of all potentially negative results and mentions such as: bad reviews, negative news hits, defamatory information or negative “auto-suggestion” notes that pop up as users run searches (such as “indicted”, “complaints”, etc.). These issues need to be monitored and managed proactively. In the case of aggressive reputation repair, this activity would happen in concert with an appropriate legal team and, where needed, a Cyber Investigation expert.

### 6. Crisis Plan

Every individual and company needs at least a minimal PR crisis plan in effect. Our approach is to provide a template that makes the minimal plan easy to accomplish. We cover the basic steps of what to do as both prevention and reaction to a negative issue that may emerge in the press, such as,

- Who will manage the social media accounts?
- Who responds to phone calls?
- Who will serve as the company spokesperson?
- How much time will elapse before a negative review receives a response or the company answers an online user complaint? promote?

With this fundamental plan in place, we can provide a company with a policy template and training session to alert company members of their responsibilities, as well as, best practices for preventing or dealing with inaccurate or negative news in the press.

Every thought leadership or reputational PR program must encompass these six pillars to the extent they are relevant and necessary. Each program we develop is customized to the individual or company and the nature of the short-term or long-term need.