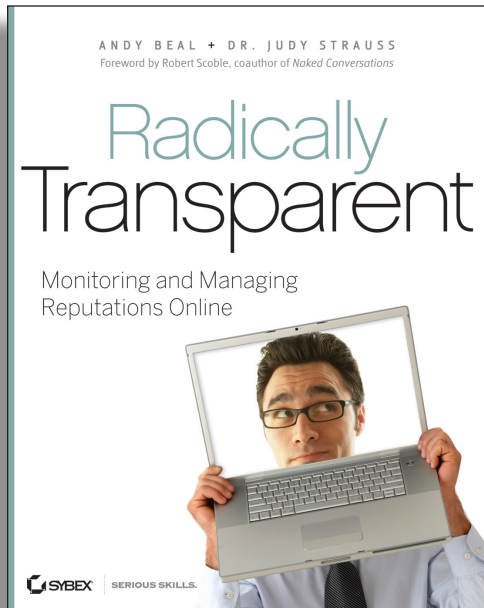


# People are talking about you online.



What are they saying? How do you find out? And how can you use the conversation to your benefit? The explosion of social media – blogs, social networking sites, video sharing sites – has ushered in a new era of digital transparency that puts the power to enhance or destroy a reputation in the hands of the consumer. Expert authors Andy Beal and Dr. Judy Strauss show you how to harness the power of social media with crucial, proven tactics and strategies for every phase of online reputation management.

- Define who you are and develop your personal or corporate brand
- Create positive PR buzz with your online content
- Gain visibility in web search results and harness SEO tools
- Understand the pros and cons of e-mail before you hit “Send”
- Use the latest Internet tracking methods and understand how information spreads online
- Apply solid strategies for reputation repair when things go wrong

**ANDY BEAL** is one of the world’s most respected experts in online reputation monitoring and management. He consults for Fortune 500 companies and founded the award-winning MarketingPilgrim.com blog. **DR. JUDY STRAUSS** is a consultant, award-winning author, and former entrepreneur who teaches e-marketing, communication and strategy topics at the University of Nevada, Reno. **To learn more, visit [www.radicallytransparent.com](http://www.radicallytransparent.com).**

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# It's a transparent world.

Keep your web credibility intact with the help of *Radically Transparent's* mini-guide to responding to an attack on your online reputation.

1. Get the facts.
2. Decide whether or not the online attack deserves a response. Yes, if one or more of the below:

Started by important detractors

Big conversation

Spreads widely

Influential online writers

3. Gather the crisis team.
4. Seek counsel from trusted advisors.
5. Respond from the top (a senior, transparent, and humble voice).
6. Craft the right message:
  - Admit mistakes and apologize.
  - Be open and honest.
  - Explain how this occurred.
  - Tell what you're doing to rectify the situation.
  - Tell what steps you are taking to prevent a repeat incident.
  - Don't volunteer too much, and don't talk off the record.
  - Expect that every e-mail or web post you make will be widely disseminated.
7. Host the conversation on your web channels (deploy the stealth crisis blog).
8. After the dust has settled:
  - Add new crisis-related keywords to the list of those you monitor.
  - Seek the help of your online supporters for promoting your reparations.
  - Monitor more deeply in the first weeks/the first 30 listings in Google for your brand name.
  - Learn from your mistakes by adding new procedures to prevent reoccurrence.
  - Expand your corporate communications to influential bloggers, forum moderators, and social network owners.
  - Add more positive content to the web.
9. Step up your SEO.