

Online Business Reputation: Are Employees Damaging Yours?

How can you protect your company?

Receive a MONTHLY

Social Media Reputation Report for only \$75 per month*!

Daily cost = \$1.65 to monitor your business' online reputation.

Millions of people now details of their life on people have a habit of and daily activities

Still others have bloggers and share and work lives. This online entertainment your friends' antics who. *But what is this*

If you have even one Twitter fanatic on chance your damaging your some manner. This some cases, but it is Whether they know some way or not, it is equally as damaging.



broadcast personal Facebook. Even more tweeting their moods from their cell phones.

decided to become details of their private has created a lot of as you get to laugh at and see who is dissing *doing to your business?*

Facebook addict or your staff, there is a employees are company reputation in may be deliberate in often unintentional. they are harming you in

Direct Company Assault Against Your Online Business Reputation

If you have a bitter employee, they may start posting negative comments about your business to their social networking sites. If they name your business, or their employer is listed on their account, then that information can very well show up in search engine results when someone searches for your business name.

Even if they do not post your business name in the comments, you can guarantee they have friends and followers who know exactly who they work for, and some of them may be your customers. As a result of these comments, some potential clients could choose to go another direction.

If you are promoting your business online through social media accounts, you may have a bitter employee or seemingly random person you do not know start posting negative comments on your pages. You may find negative commentary or bitter accusations on your Facebook wall. Before you can take these down, you can rest assured others have already read the remarks.

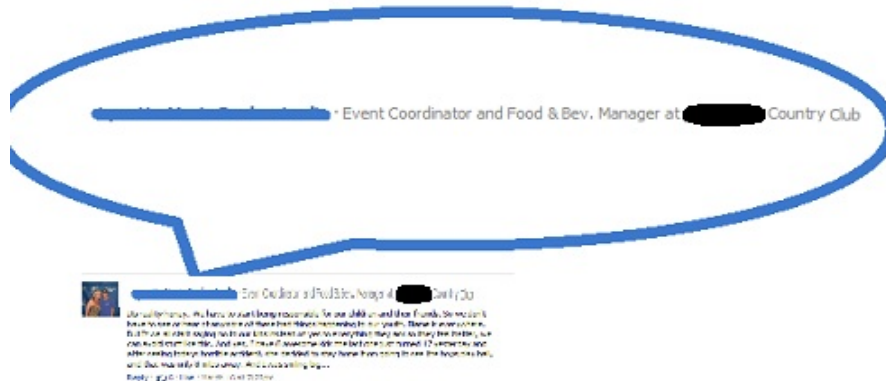
Guilty by Association

Another problem you may run into concerning your online business reputation is being indirectly associated with negative behaviors of your employees. What happens when your secretary decides to participate in a nude calendar shoot and the calendar is being advertised through Facebook, with photos, and with your employee's name? Some of your clients may see it and know it is your secretary, or put it together after visiting the employee's page.

What happens when your top salesman takes a liking to wild parties and blasts embarrassing, inappropriate photos all over Facebook? What about the employee who upsets a boyfriend and has nude photos of herself maliciously spread all over the Internet?

All of these things are not done to directly harm your business, and some of them may be just as devastating to the employee as they are to you. Yet, they can indirectly affect your business as clients, business partners, and potential clients or partners see the information and associate it with you indirectly.

If they have you as their employer listed on their Facebook page, it may show up like the blog post below found in March:



This was taken off of a news site from the comments section where this person went on an attack about a local news article (note: we removed identifiable details to protect the employer from more damage.) Several girls from a local school were involved in a very serious accident on the way to a school event. This poster blamed the school, the parents, the kids, etc. ... and was not empathic at all to a community in shock. Every one of the employee's posts clearly showed her employer which happened to be a facility that hosted events for the school.



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Her posts angered the other people reading the article.

Now...do you think that school would still have their prom at that Country Club?

Due to a seemingly innocuous employee's posts, the damage to the business' online business reputation has been done.

How Can You Protect Your Reputation?

You work so hard to protect your company name and establish yourself with a great reputation in your industry. It is not fair that you have to contend with employees that either want to bring you down or bring you down by association.

The following are some things you can do to protect your online business reputation or undo damage that may already be done:

- Educate your employees about the dangers of social media posting for your company. Make them feel that they are a valuable part of your business so they want to help you maintain a positive reputation. They are a part of the family! Employees that feel like the "little people" may be more likely to post comments about their jobs.
- Tell your employees what they can do to promote and support your business on line. Encourage them to post positive comments and to let the world know what they love about your company. Urge them to say nothing at all if they cannot say anything positive.
- Enlist policy that penalizes employees for speaking negatively about your company or revealing sensitive information online.
- Do not confront employees or come at them with accusing language. You want to enlist them as friends, rather than intimidating them into compliance.
- Make sure those responsible for handling employee grievances are doing their jobs exceptionally well. If you can keep your employees happy, then you can prevent most of them from even thinking about negatively blasting your company online. Social networking may just hold more companies feet to the fire and make them do right by their employees. You can never please everyone, but make sure your management staff is handling problems effectively.
- Monitor your employees as much as possible. Set up search features to notify you when something is posted about your company. You can even search social networking sites for references to your company name and employee names.
- ***Order a MONTHLY SMO report for \$75 per month with a 12-month contract; payable monthly. This report does all the monitoring legwork for you.**

Building Customer Relationships Organically!

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You have to be aware of the damage social networking can do to your business and your online business reputation. If you turn a blind eye and do nothing to protect your reputation, you may be one of the unfortunate companies that suffer from the online behaviors of their staff members. Even upstanding employees can indirectly or unintentionally harm your business, and that is a shame.