Online Reputation Management

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CASE STUDY

• Implantable medical device manufacturer
• Not using SM
• Not used to speaking directly with patients, especially in a public way
• Device was not yet hard-launched
• Self-reporting in excess
• Unhappy patient gets vocal online
OVERALL RECOMMENDATIONS: 3-PART APPROACH

- SEO work
- SM planning
- Web 2.0-3.0 upgrade
  - Use situation to build a presence, enlist best practices
  - Start on migration path
  - Start now!
SHORT-TERM WORK: PHASE 1

• Online research
• SEO baseline work – profile building (151) and optimization, links (76 delivered), geo targeting
• Offline crisis communications
• Online listening
• Reframe key messages
• Equip physicians with responses
• Put multi-media assets to use
LONGER-TERM WORK: PHASE 2

- Hard launch
- A SM voice – early blog participation
- SM community development
- Languages
- More (and marketable) content
- Enlisting happy patients and involved physicians
- Conversion of web and micro sites to address patients as well, enable sharing

Twitter: #HCcommseries
RESULTS

• Migration path – this is not free or cheap
• Telling the story – more content, more available
• Framing technical issues within an emotive story
• Differentiating product
• Ranking how and where we should be
  – Product in top 5 Google searches
  – 8/10 positive listings
• All within a culture of conservatism
TOP-DOWN SM STRATEGY

• Most often is missing and a hindrance to success
• Brings comfort, earlier acceptance and cross-functional inclusion within the organization, which is critical
• Saves money and time and allows for stronger outcomes
ORM

• Adopting, accepting and strategically using new online pipelines of communications with stakeholders to proactively manage information that affects your reputation
  – Relax, there’s nothing new here – all the solid rules still apply BUT
  – Be prepared to take your relationship with stakeholders to new heights of...
NEW RELATIONSHIPS

• **Dialogue**: two-way
• **Transparency**: as much as can be shared, when and where it should be shared
• **Intimacy**: let them get to know your company, and its personality, better than ever before
• **Respect**: never before has a person been able to connect more closely to your company by “talking” with it in public, having a single voice that is very powerful
• **Ambassadorship**: SM arms individuals with information and connection that can lead to your best brand ambassadors
CRITICAL COMMITMENTS

• Begin today
• Don’t get caught in SM rut
• Become a steward of your reputation
• Make time – make way for front-loaded and ongoing learning, planning and execution
• Form new teams – PR, marketing, design, IT, HR, customer service, legal, sales, channel partners, new external resources (agencies of a new kind), older and younger people
• Keep a broad, strategic perspective – its way beyond the tools – THINK CONTENT
• If it is all about content, that takes us back to the core…
THE CORE

• What is our position on this?
• Who are our target audiences and segments within those audiences? Where are they and how do they engage with us (learn about us, talk to us, talk to others, influence)?
• What are our key messages? What can and can’t we say?
• Who will deliver our messages and why?
• Where will we reach our audiences?
WHAT’S NEW

• The channels
• The content -- prepared and delivered in new ways: how you write and organize that content and where you share it will be critical to how easily it is found and by whom, how easy it is to share
• The rules
THE RULES: MORE CULTURAL THAN TECHNICAL

• On the outside: two-way and ongoing, not just during a crisis

• On the inside: transparency without breaking confidentiality and privacy rules; inclusive throughout the organization, not designated to SM team

• FDA - TBD
Questions & Answers