

## Linda Popky's 10 Tips for Managing Your Brand Reputation Online

1. **Be Unique.** Identify and develop an online persona that focuses on your unique differentiators—especially if there are others out there with similar names.
2. **Look in the Virtual Mirror.** Google yourself. Know what's being said about you and by whom. Set up Google Alerts and monitor social media mentions so that you're never caught by surprise.
3. **There's Power in Numbers.** Actively engage on sites that carry high weight with search engines, like Facebook, LinkedIn, and Twitter.
4. **Question Authority:** Actually, question any topic where you have expertise. And answer others' questions, too.
5. **Ask for Help.** Actively solicit input and reviews from people who know you and love you.
6. **Publish or Perish:** Build thought leadership by publishing interesting and provocative pieces that help build your brand.
7. **It's Who You Know:** Be careful of the company you keep. Network and connect to people who create buzz in your area and you'd be proud to be associated with.
8. **Fix the Really Bad Stuff.** Correct information that's blatantly wrong or extremely misleading. Un-tag photos that don't represent you well. Unsubscribe from groups or unfollow people who lead you down the wrong path.
9. **Don't Sweat the Small Stuff:** Surround the mild imperfections with positive information. Get happy customers to post or create new content to take the conversation in a different direction.
10. **It's a Process, Not a Destination.** Understand that you're seeing a snapshot in time. Things change. Stay alert and make sure to protect your image.