

Online reputation management (or monitoring) is the practice of monitoring the Internet reputation of a person, brand or business, with the goal of suppressing negative mentions entirely, or pushing them lower on search engine results pages to decrease their visibility. —Wikipedia



Introduction

The “**earned media**” (word-of-mouth) processes of the past consisted mostly of Public Relations, press events and clipping services. Consumers would be exposed to these points of view through magazines, TV and radio. Advertisers influenced this process by pitching editorial content and sharing their products with influencers that would help develop the conversations across all media types.

Today’s earned media process has taken on a life of its own. **The media is no longer the only source of message validation.** With the proliferation of blogs and sites such as Facebook, YouTube and Twitter, the Web has become a conversational medium and **the user is in charge.** More than ever, the act of actively managing your brand’s reputation is important in today’s consumer landscape.

If a given organization has no social media presence, **it is likely that a conversation about it is happening right now.** Companies can either listen, proactively join in and help gently guide the conversation, or be potentially devastated by unfavorable messaging.

Conversely, by incorporating social media platforms, tools and monitoring techniques into a marketing program from inception, companies have the opportunity to increase the effectiveness of their marketing, spreading their message and turning users into advocates for their organization.

So we see this process as two distinct parts:

1. **Data Reporting** — the quantitative reporting of data within each account.
2. **Media Monitoring** — the qualitative sentiment of the discussion about the brand.

These two segments — while both reporting around earned media — require different tools, skill sets and expertise.

Challenges:

- Finding a tool that does both the quantitative and qualitative monitoring needed.
- Finding a tool that monitors the many online channels that need monitoring.
- Determining the right level and frequency of reporting to suit all stakeholders.
- Creating a system that will automate as much of the work as possible, allowing social marketing teams to take insightful actions rather than focus on data collection.

Data Reporting

Off-the-shelf solutions: There are plenty of tools that are available to generate the reports for most high-level monitoring. These tools are generally web-based, and licensing is for the most part inexpensive, though it's typically a recurring monthly amount. To see a list of tools, visit Starmark.com/social-reporting-tools/

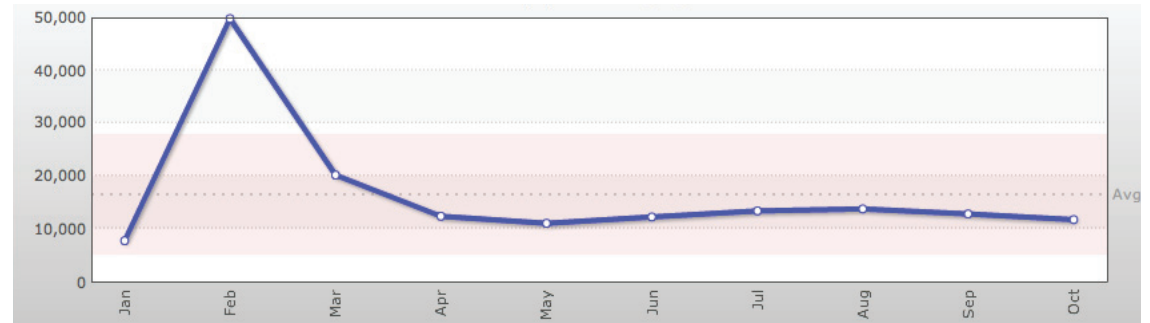
Media Monitoring

Media Monitoring means the constant monitoring of the **sentiment** around your brands on web sites, blogs and social networks.

There are far fewer tools available to do this, and the requirements are much more subjective as to the quality of the information used and reports generated.

These tools monitor news articles and posts for keywords and phrases, and when they are found, they review the context in which the phrase was used to determine the sentiment. It does this by **analyzing all the words in the post** to determine if the word is positive, negative or neutral.

It's important to pick a tool that **can alert you immediately via email or SMS** when there is a change in the overall sentiment or chatter volume of your brand. Contact Starmark to help you with this selection process.



Volume of chatter about your brand

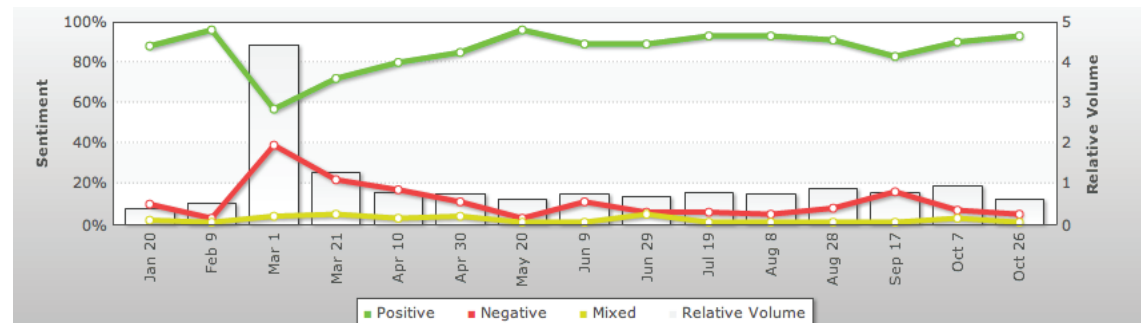
Adjectives	Posts
like	16.7%
full	10.5%
first	10.2%
free	7.5%
wild	6.7%
near	6.2%
last	6.0%
long	5.2%
big	4.8%
famous	4.5%

Positive Words	Posts
great	24.2%
fun	23.3%
enjoy	22.7%
best	21.1%
good	19.9%
beautiful	13.1%
discount	9.6%
captivity	9.0%
perfect	8.8%
accommodation	7.1%

Negative Words	Posts
sad	5.5%
bad	4.0%
problem	3.8%
difficult	3.3%
concerns	2.8%
doubt	1.8%
risk	1.8%
poor	1.7%
fee	1.7%
disappointed	1.5%

Categories	Posts	Positivity
Price	14.0%	92%
Attractiveness	8.6%	93%
Expectations	8.1%	87%
Creativity	5.6%	95%
Quality	4.8%	85%
Service	3.7%	93%
Achievement	3.5%	82%

Analysis of that volume



Reveals sentiment trends about your brand



branding
advertising
interactive
public relations
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