



Be First on the Scene to Manage a Crisis Impacting Your Brand

Every second, 2 new blogs are created, 2 million emails are sent, 7 people log on to the Internet for the first time, and 1,157 YouTube videos are viewed. Millions of customers, journalists, hecklers, advocates, and enthusiasts participate in social media in ways that are directly relevant to your brand. This new generation of "brand influencers" is collectively shaping corporate perceptions and online reputations as the public now trusts "peer-to-peer" Web communications to be the most relevant and reliable source of news, information, and opinion.

When thinking about social media and your PR and crisis communications efforts and how do you and your organization:

- Monitor and manage your brand and executives' reputations online?
- Listen to what people are saying about your brand and company leaders in social media?
- Keep pace with the instant speed and response expectations from social channels like Twitter?
- Measure and assess online conversations and search rankings?
- Identify top brand influencers?
- Spot potential online crisis issues and address them?
- Evaluate PR campaigns, crisis management, and damage control?

IDENTIFY KEY INFLUENCERS, MEASURE BUZZ, AND MANAGE YOUR CORPORATE AND EXECUTIVE REPUTATIONS ONLINE

Visible Technologies truly understands the dynamics of providing effective social media monitoring and online reputation management and protection. As a leading social media monitoring, analysis, and SEO pioneer, we have been enabling the world's largest brands and agencies to manage and protect corporate perceptions in social media and search engine rankings.

Our truPULSE application and truREPUTATION services help PR professionals and agencies keep pace with the incredible speed and vast volume of online conversations by enabling them to quickly and easily monitor and track brand awareness, competitive mentions, and potential issues. Additionally, TruCast and TruReputation can not only help spot potential crisis issues but they can also help with mitigating brand damage in search engine results.

Manage PR and Crisis Communications Through

Automated Social Media Listening - supervise social media conversations and sentiment relevant to your brand or those of your clients within multiple online sources including mainstream media, video, photo sites, blogs, and Twitter

Brand Protection - active management, promotion, and optimization of brand mentions in search engines

Crisis Management - identify potential crisis issues and control crises through response and positive search rankings

Influencer Identification - target top brand influencers and sites to increase awareness and build thought leadership

Measurement and Reporting - measure outreach, campaign effectiveness, and media "buzz" via dashboards and reporting

"We've found TruReputation to be a valuable part of a company's corporate communications and positioning program. If what's coming up in the search engine results isn't consistent with the corporate reputation a client is trying to build or protect, we work with TruReputation to improve the results. They are great to work with and our clients have been very pleased."

Jennifer Eidson Senior Vice President, corporate practice, Hill & Knowlton