



Risk & Crisis Management

1. Online Reputation Management overview

With the Internet having become an integral part of everyday life online reputation management (ORM) is becoming a must for both businesses and individuals. Search engines and the rapidly growing social medias play a vital role in shaping online reputation. This rises the importance of adequately managing the information online in order to build a positive image, presenting you to the world in the best light possible.

Companies and businesses

No matter what field you are in – medicine, finance, catering, etc. - you want to leave the public with a good impression of your company. Working towards captivating the growingly active online audience is an integral part of any good business model. A strong ORM strategy can position your company ahead of competitors and establish it as the best in its field. Underestimating the power of your online presence is no longer an option.

Individuals

Just like companies individuals need to maintain a positive image online. CEOs, job seekers, public figures or future students can all suffer from the detrimental effects of negative content about them online. A good ORM approach can work towards building an individual's positive online reputation and thus serving as a great tool for their future aspirations.

2. Facts

87% believe the CEO's reputation is an important part of a company's reputation.

31% of employed Internet users have searched online for information about co-workers, professional colleagues or business competitors.

57% of active Internet users use search engines to find information about themselves.

44% of online adults have searched for information about someone whose services or advice they seek in a professional capacity.

Young adults are more likely than older users to say they limit the amount of information available about them online.

3. Risk and Crisis Management

ORM is all about understanding how one is perceived online and taking ongoing action to monitor, develop and respond to the information online, whether it be positive, non-positive or negative. Building on that – risk and crisis management implement strategies to deal with potential or already existent publicity problems.

1) Risk management is about identifying, assessing and prioritizing risk. It has become a vital part of successful organizations' business structures. It is integral to the decision-making process, enabling growth and innovation. Risk management looks into the future assisting individuals or companies to take the best route in realizing their goals.

2) Crisis management is about undertaking actions to deal with crisis situations which may result in an individual or company's negative publicity online. A good crisis management strategy will implement speed, transparency, professionalism and care. Communication and adequate control of the situation are vital parts of the process.

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