

## Tips on Using Twitter for Reputation Management & Crisis Communications

Not only is [Twitter](#) a great tool for building awareness about your brand, products and services, but it can also be an effective way to manage your company's reputation. Twitter allows companies to create a real-time interaction with potential consumers looking to interact quickly and directly. However, with over 44 million users on Twitter, there is potential for disgruntled people posting false information about your company to the public. What should a company do to maintain its reputation while avoiding a Twitter disaster?

Affect Strategies has outlined five tips for using Twitter for reputation management and in a time of crisis:

- 1. If you're not there, you can't respond** - One of the most popular excuses for why companies are not on Twitter is the fear that their presence will encourage negative feedback or criticism of their brand, products or services. However, what these companies don't realize is that these conversations are most likely happening without them knowing. Unless a company is present *and engaging* on Twitter, there is no way to respond to these tweets that are being broadcasted to a community of millions.
- 2. If you're not listening, you can't hear** - The biggest mistake a company can make is creating a Twitter account that is not being monitored. Not responding to certain negative comments or questions about your brand not only infuriates the unsatisfied tweeter, but also portrays the company as apathetic about their customers' needs and feedback.
- 3. Make an informed decision to respond or not** - While using Twitter to engage with a disgruntled customer can help them to gain a different perspective, there are certain situations in which responding can open the floodgates to more negative attention. It is important to evaluate whether the source of the negative tweet has a legitimate reason to be upset, how much of a following they have and whether the concern or problem is fixable.
- 4. Respond publicly** - When negative tweets are directed to your company or brand, it is important to respond in a way that allows everyone on Twitter to hear. While direct messaging may help to soothe the angry customer that negatively tweeted about your brand, the rest of the Twitterverse needs to see that you care about your customers' opinions and concerns.
- 5. Develop a crisis communications plan** - Just like in any form of communication, it is important to have a crisis plan in place for Twitter. When it comes to responding to a crisis situation, timing is key and it needs to be done as quickly as possible in order to prevent further damage to a brand. This plan should outline the types of situations that are considered a crisis, who is authorized to respond on the company's behalf and what the process will be for getting Tweets written and approved.

### Twitter Fast Facts

- o There are 44+ million Twitter users
- o Twitter has 23 million unique visitors per month (Compete.com)
- o A vast majority of Twitter users are ages 25-54, with the most active age group being ages 45-54 (ComScore, 2009)

### About Affect Strategies

Affect Strategies is a public relations, strategic marketing and social media firm located in New York. Specializing in technology and business to business, we combine strategy, creative and intelligent program development, impeccable execution and exemplary customer service to help our clients achieve their specific business goals. Find out how Affect can help your company. Contact us at 212-398-9680, [info@affectstrategies.com](mailto:info@affectstrategies.com) or connect with us at [www.techaffect.com](http://www.techaffect.com).

## 10 Ways to Enrich Your Company's Facebook Page

While [Facebook](#) is primarily known as a way to stay connected with friends and play games, it can also be used as an effective business tool for companies. With a variety of features and applications, Facebook allows companies to directly interact with their target audience to increase brand awareness, conduct research and promote a product or service. However, the simple act of creating a Facebook Page for your company will not generate results. It is important for company pages to be appealing and engaging.

Affect Strategies has outlined 10 ways that companies can enhance their company's Facebook page.

1. Populate your company page with a constant flow of industry news as well as news from the company.
2. Upload videos and photos of your company's products, people and activities.
3. Create invites and post information for events that the company is organizing or participating in, such as webinars, conferences, tradeshows or speaking engagements.
4. Join [network](#) and industry groups related to your company's business.
5. Refrain from engaging in games/applications that are not related to your company, as they will clutter your page and distract your audience.
6. Sync your Facebook updates with other social media, such as Twitter, LinkedIn or a company blog.
7. Consider conducting a contest or giveaway that only friends/fans can enter to win – encouraging them to invite friends or spread the word about your Facebook presence.
8. Use the [Notes](#) application as a blogging tool, which can be connected to an existing blog or updated independently.
9. Create a [Discussion Board](#) to engage your friends/fans in conversations about topics related to your company.
10. Develop Facebook Ads that are targeted specifically at your ideal customer/client profile. A small investment can boost interest in your Facebook presence and encourage participation.

### Facebook Fast Facts

- There are more than 300 million active Facebook users
- Facebook's fastest growing demographic is those 35 years old and older
- 70% of Facebook users are outside of the U.S.

Source: Facebook

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## Simple Ways to Drive Traffic to Your Company's YouTube Videos

When it comes to garnering the attention of your target audience, many companies produce engaging videos that they broadcast on video sharing sites such as [YouTube](#). However, with YouTube streaming over a billion videos a day, many videos get lost in the shuffle. The good news is there are a number of strategies and tools for driving traffic to your video and making it stand out.

Affect Strategies shares seven easy ways to optimize YouTube videos:

1. **Use of Keywords** – The title of your video is extremely important and is the most useful information for search engines. The video title should include keywords that you expect your target audience to be searching for and are directly related to your company's products/services.
2. **Video Description** - The video description is another key factor in making your video more searchable. The text in the description should align with the keywords in your title, as well as the messages you wish to portray to your target audience.
3. **Tagging** - In addition to a title and description, YouTube allows you to tag your video with certain keywords. These tags will allow your video to come up in search engine results when people search those words.
4. **Link Back** - Include the link to your YouTube video or video channel on other social media profiles and pages, such as the company Twitter handle, LinkedIn profiles, Facebook page or blog.
5. **Give Feedback** - YouTube allows users to upload a relevant response video to already existing videos through its [Video Response](#) feature. Companies can use this feature to search videos that relate to the company's message and keywords and then post their video as a response. This is a quick way to instantly expose your video to tons of new viewers in your target audience.
6. **Gain Insight** - [YouTube Insight](#) is a free tool that enables account users to view detailed statistics about the videos they upload, such as demographic information about the viewers and at what point in they stopped watching the video. These statistics are extremely helpful in gauging whether your videos are achieving the intended goal as well as in identifying areas that need improvement.
7. **Promoted Videos** – YouTube allows you to promote your videos through keyword searches on YouTube as well as content partner sites. A little money can go a long way to jumpstarting video viewership.

### YouTube Fast Facts

- YouTube has the fourth largest audience on the web
- The average user spends 2 hrs and 38 minutes on YouTube each month
- YouTube is now the world's largest search engine on the web, after Google

Source: ComScore, April 2009

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## Tips for Maximizing Your Presence on LinkedIn

You may already have a LinkedIn profile for you and your company, but are you making the most of your presence on the platform? LinkedIn is the number one site for business networking, however, many marketers do not take advantage of all the features and functions that this network has to offer. LinkedIn has a number of capabilities that make it a key channel for attracting new business and employees.

Affect Strategies shares top ways for individuals and companies to maximize their presence on LinkedIn:

### Individuals on LinkedIn

1. Add news feeds to your profile for a steady stream of fresh content
2. Automatically update your blog on LinkedIn (there's an [app](#) for that!)
3. Update status (directly or through micro blogging tools such as Twitter)
4. Conduct polls (free within your network, small fee outside your network)
5. Join groups and interact (free and fun – good networking opps)
6. Share slide presentations (there's an app for that too!)

### Companies on LinkedIn

1. Create discussion groups or participate in discussion groups that represent your prospects or customers
2. Post/invite for company events, webinars, conferences, etc.
3. Post industry news and information on your profile, as well as in discussion or member groups
4. Leverage for new business development – advanced search functions enable you to pinpoint decision makers at target firms
5. Bypass the recruiter - post job openings directly or search for the perfect candidate

### LinkedIn Fast Facts

- LinkedIn has 48 million members in over 200 countries and territories around the world (LinkedIn)
- Executives from all Fortune 500 companies are LinkedIn members (LinkedIn)
- LinkedIn has more than 14 million unique visitors per month (Compete.com)

### Additional Opportunities for Engagement on LinkedIn:

1. [Research Studies](#) – Leverage the LinkedIn community to conduct market research
2. [Polls](#) – Poll people in your network or in the LinkedIn community
3. [Answers](#) – Ask/answer questions by those in your network or in the LinkedIn community
4. [Advertise](#) – Advertise on LinkedIn with display or text ads.
5. [Event Listings](#) – List an event (webinar, seminar, professional development, networking etc.)

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## 8 Ways Blog Commenting Can Boost Your Reputation & Web Traffic

Blogs are a critical component of any public relations and marketing campaign. Today, there are prominent blogs associated with almost every well-respected publication but there are also blogs that have no 'print' or traditional media affiliation but garner a significant following. In addition to the professional blogs that are associated with a journalist, reporter or company, there are citizen bloggers who can also yield tremendous influence. We recommend for all of our clients a 'Blog Monitoring & Commenting Campaign' where we monitor relevant conversations on blogs and recommend opportunities for them to comment on articles or discussions. Regardless of whether or not they have a company blog of their own, this practice helps support a variety of goals and objectives just a few of which are listed below:

1. **Increasing Awareness of Your Products & Services** – Commenting on blogs provides you with an opportunity to capture 'real estate' with high-profile blogs. For example, if there is an article in the *New York Times* that your company wasn't included in, by commenting on it, your comment has the potential to be viewed by everyone reading the same article.
2. **Strengthening Relationships with the Media** – Commenting on blogs is providing feedback to the writer/journalist. This is a great way to build and maintain relationships with the media on an ongoing basis. It keeps your company top of mind for future articles.
3. **Bypassing Media** – If your company was not included in a critical article, you can insert your company in the conversation through the commenting feature on the blog.
4. **Reputation Management** – If your company was included in an article in a negative light, leveraging the commenting feature gives you an opportunity to provide feedback without the filtering of the reporter/blogger.
5. **Engaging with Customers & Prospects** – Often within the comments themselves, customers or prospects will ask questions about the article or companies mentioned in the article. This gives you a platform to respond directly.
6. **Thought Leadership** – Commenting on blogs is a forum to show your insight and intelligence on a particular subject matter or the industry. This is an opportunity for you to position key executives as thought leaders and the company as a market leader.
7. **Driving Web Traffic** – Commenting on a blog usually offers an opportunity to include a link to one's website and/or email address. This can help promote your company website.
8. **Search Engine Optimization: Link Building Strategy** – Commenting on blogs provides a link back to your website. This is important in helping increase your organic rankings in search engines.

### 3 Tools for Blog Monitoring & Commenting

- o Google Alerts - Free Service (<http://alerts.google.com>)
- o RSS Reader - Free Service (<http://www.google.com/reader>)
- o Radian6 - Paid Service ([www.radian6.com](http://www.radian6.com))

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## Simple Social Media Measurement Matrix

If you are engaging in social media, you should be measuring the results of your work. Although social media is often 'free', your time and efforts are not. Therefore, any social media program should measure the value of its investment. There are many areas to measure that are more qualitative than quantitative, but here is a simple Social Media Measurement Matrix designed to facilitate side-by-side comparison of social media accounts as well as momentum over time. This matrix enables easy reporting from multiple sources and or accounts for one company. This matrix is not exhaustive nor does it take into consideration the quality of engagement. This is just meant to be a simple tool to satisfy the numbers folks in your organization and to track performance across platforms over time.

Platform	Audience	Activity	Engagement	Web Traffic	Lead Gen
Twitter	# of Followers # of Friends	# of Tweets	# of Tweets # of Mentions # of Retweets # of Conversations (DM)	# Clicks to Website	# of Leads
Facebook	# of Fans # of Favorites	# of Posts # of Events	# of Comments # of Attendees (Events)	# Clicks to Website	# of Leads
LinkedIn	# of Members	# of Posts	# of Discussion Posts # of News Posts # of Questions	# Clicks to Website	# of Leads
YouTube	# of Subscribers # of Views # of Favorites	# of Uploads	# of Comments # of Link backs	# Clicks to Website	# of Leads
Blog Commenting	-	# of Comments	# of Responses	# Clicks to Website	# of Leads
Corporate Blog	# of Readers # of Subscribers (RSS)	# of Posts	# of Comments # of Link backs	# Clicks to Website	# of Leads

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