

# TAKE CONTROL OF YOUR SOCIAL MEDIA

## \* Personal Branding Series: 1

### 1. Claim Your Social Media Profiles

Even if you're not planning on using social media for your business, establish accounts with your company and your personal names on these platforms so that no one else does.

- ▶ **Twitter**
- ▶ **Facebook**
- ▶ **LinkedIn**
- ▶ **Instagram**
- ▶ **Snapchat**
- ▶ **Pinterest**
- ▶ **YouTube**

### 2. Set Up Notifications

Set up notifications **for each platform** so you are alerted by email or by number count on the mobile App every time your @handle has been mentioned. Responsiveness is key on social media – so is knowing if someone has posted something you either want to amplify – or clean up!

### 3. URLs

Purchase several URLs that are close to the main URL so that no one else can. Park them (don't use them) or have them redirect to the main webpage. Example:

For **ABC Seafood Restaurant**, purchase ABCSeafood.com, ABCSeafoodRestaurant.com, ABCSeafoodCafe.com, ABCCafe.com, ABCRestaurant.com.

And any **domain extensions** that make sense for your business (.us, .uk, etc.)

### 4. Set Up Alerts

Set up Google Alerts for your company and for key personnel at [www.google.com/alerts](http://www.google.com/alerts). Adjust the settings to receive the notifications “As it happens.” If that is overwhelming, tweak the settings to either “At most once a day” or “At most once a week.” As with @handle mentions, **you want to be the first to know if you are mentioned on the web.**

### 5. Monitoring

Even with the notifications turned on in social media platforms, you will need to **monitor the different social channels** for your company and your competition, **so you can see what's being said.**

In Twitter and Instagram, search on your name in the search bar. Also search with hashtags to see if your company is coming up in other conversations or posts. For example, if your company is ABC Seafood, search on #Seafood #Location #Best – hashtags people would use to describe your company or your service.

**Schedule 30 minutes at LEAST two times a week to check the different social platforms** to see what people are saying. Also search on your competitors' @handles and #s so you know how you stack up against your competition.

## 6. What to Do if You Find a Negative Review

People will complain on social media about things that they would never say to your face. In general, we recommend the following when something negative happens:

- a) **Acknowledge the post.** The complaint came on social media, it's appropriate to acknowledge it on the same platform in a response.

*"I'm sorry your experience at our restaurant wasn't what you expected. Please DM us with your email or phone number so we can talk with you."*

- b) **Get the conversation OUT of the public eye.** Avoid having a conversation about a negative experience on the public part of any platform. Move the conversation to direct message (DM) or, preferably email.
- Know that the person may repost your private conversation into the public domain. Refrain from using the public part of the platform to have the conversation if at all possible.
  - Refrain from deleting negative posts unless they contain hate language or other offensive content. You earn more trust by responding in an open, authentic way than you do from scrubbing comments.



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