

A woman is shown in profile, talking on a mobile phone. Her ear is highlighted with a bright, glowing light, and the background is filled with digital, grid-like patterns and a greenish glow. The overall aesthetic is futuristic and digital.

People are talking about
you...

But do you know what
they're saying?

An Infopeople Webinar
Tuesday, April 24, 2013

Laura Solomon

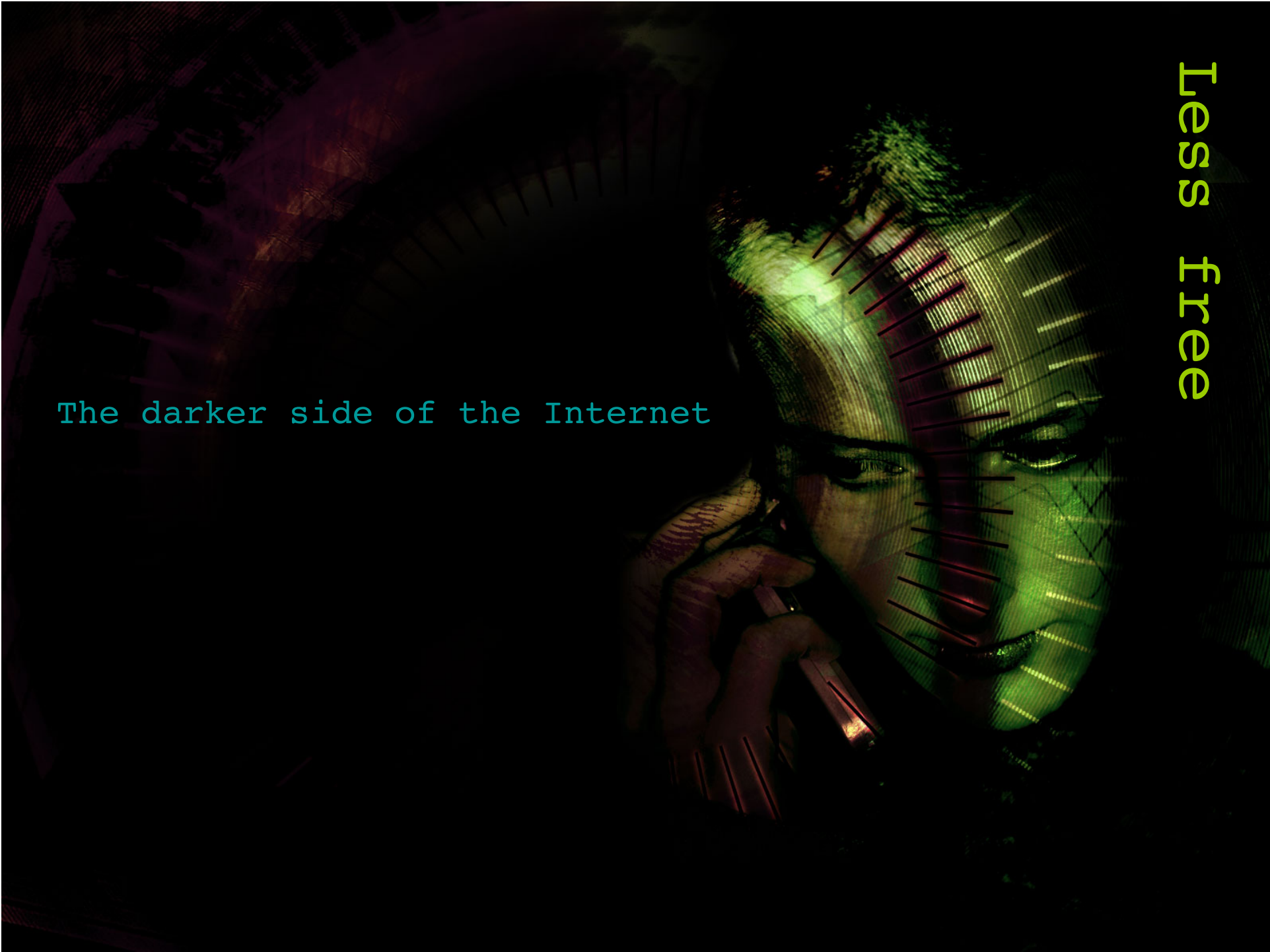
Library Services Manager

OPLIN

laura@designforthelittleguy.com

Less free

The darker side of the Internet

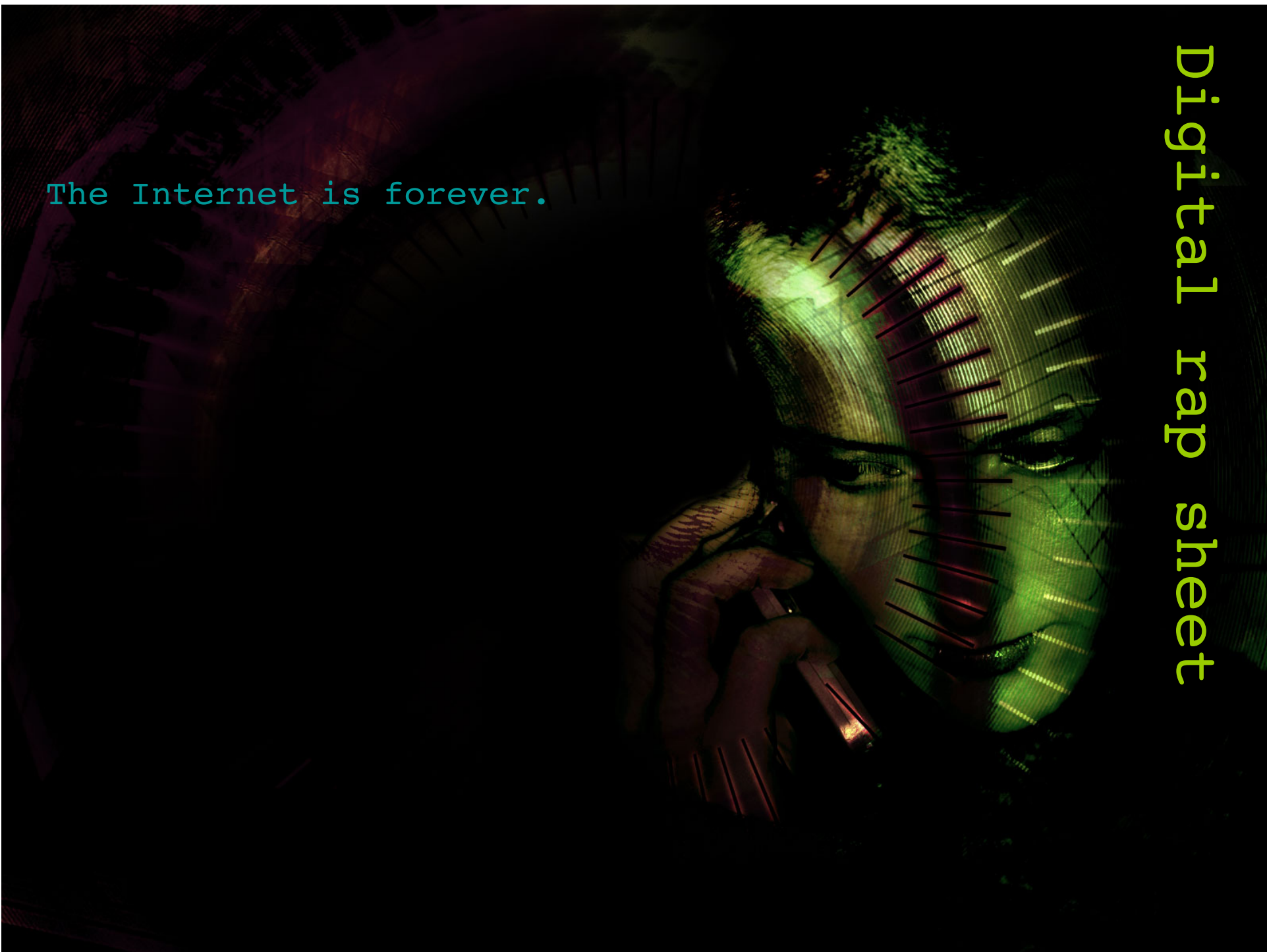


The “norm police”



Digital rap sheet

The Internet is forever.



A different world





SMILE

Traditional Listening





What is
Online
Reputation
Management?

What is ORM?

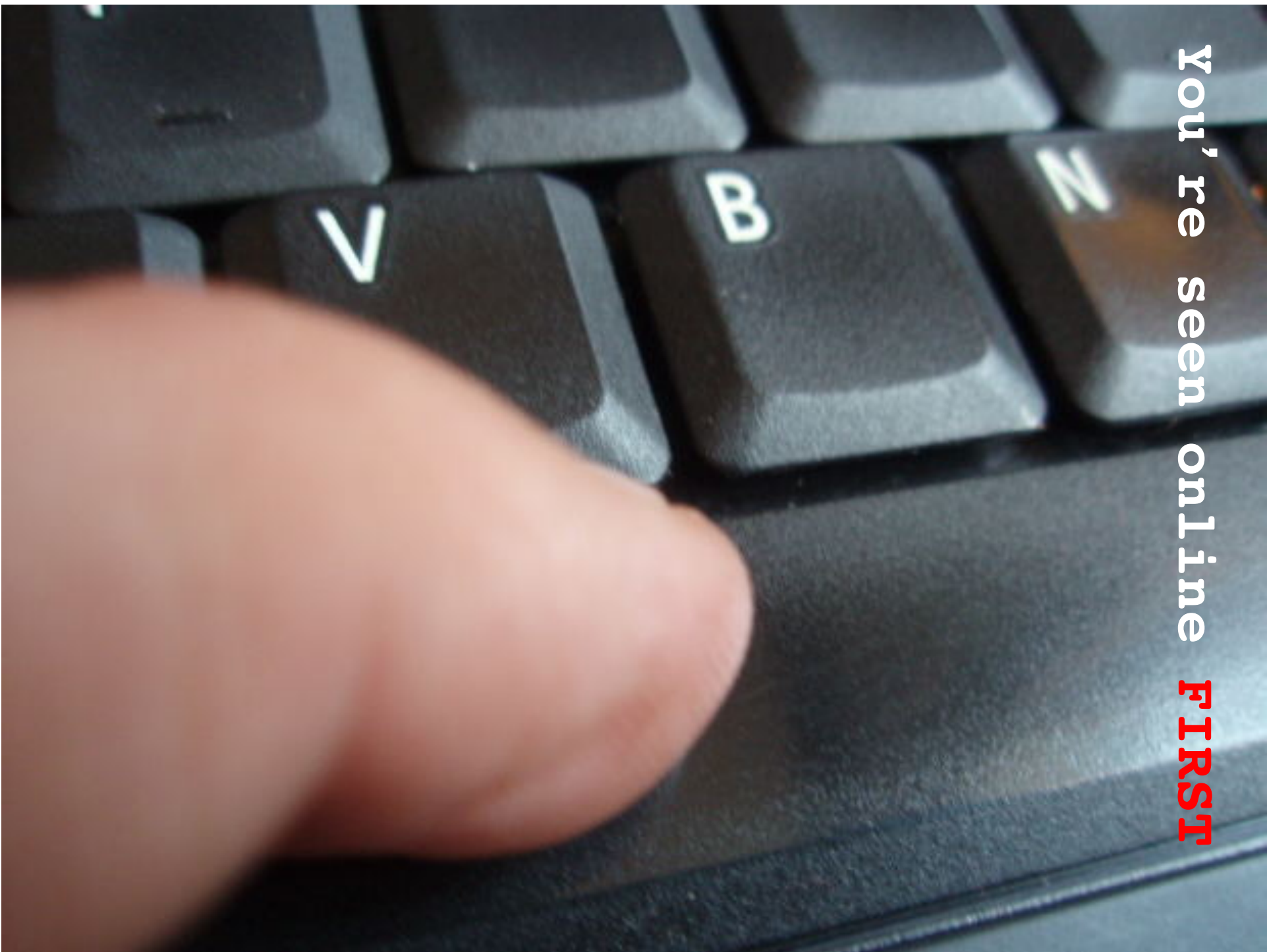
Your Library's image



Consistency matters



You're seen online **FIRST**





What people say online is #1

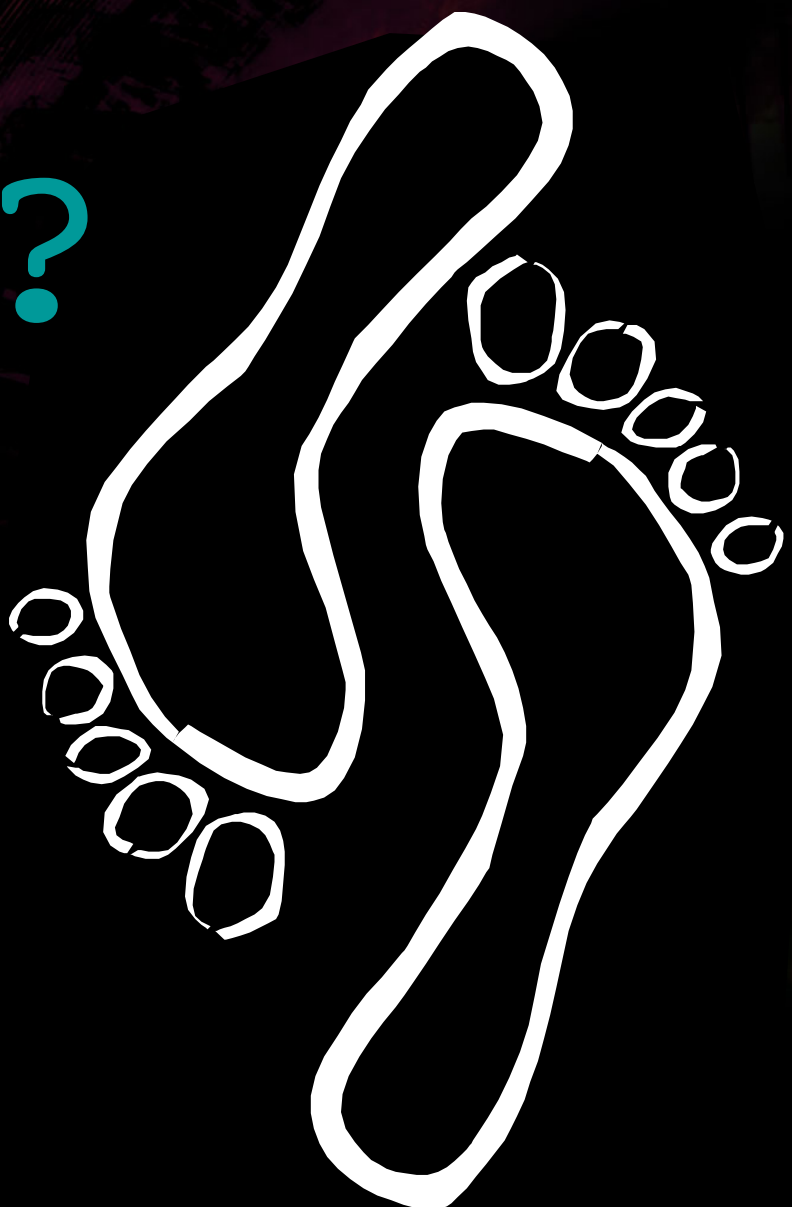


New tools for new medium



Why track?

What to track?



The Steveology Blog

Top 20 Free Social Media Monitoring Tools

Rank	Tool	Votes	Percent
1	HootSuite	73	17%
2	Google Alerts	65	15%
3	TweetDeck	51	12%
4	Klout	37	9%
5	Google Reader	26	6%
6	Social Mention	25	6%
7	Twitter Advanced Search	16	4%
8	Crowdbooster	14	3%
9	Google Blog search	14	3%
10	SocialBro	13	3%

<http://stevfarnsworth.wordpress.com/2013/01/03/top-20-free-social-media-monitoring-tools-for-2013/>



Which social dashboard?

Google is your friend here.



Alerts



NYPL

80



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NYPL's Influencers

See More



msnbc

94



NBC News

92

NYPL's Moments

These are NYPL's influential moments from the past 90 days.



NYPL tweeted @nypl

80

Today in 1925 one of the greatest novels of the 1920's was published: The Great Gatsby! <http://on.nypl.org/10SaqQY>

03:00pm • 10 Apr 2013



NYPL engaged Ben Max - DecideNYC, Amy Cavanaugh, and 29 others in this tweet.



NYPL tweeted

ADD F

Tracking your brand
across the net

socialmention*

Blogs Microblogs Bookmarks Comments Events Images News Videos Audio Q&A All

Search

Trends: [22 dogs in car](#), [emma sophina](#), [roberto alomar](#), [emma sofina](#), [lone grove ok](#), [selma hayek breastfeeding](#), [ilya dall](#)

New: Search for Questions and Answers.

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social mention is a social media search engine



Real People. Real Reviews.™

Search for (e.g. taco, salon, Max's)

library

Near (Address, City, State or Zip)

Cleveland, OH

Search

Now in the UK!

Welcome About Me Write a Review Find Reviews Invite Friends Messaging Talk

Member Search Account Log In

library Cleveland

1 to 10 of 26 - Results per page: 10

Browse Category: Libraries

Hide Filters

Sort By

- » Best Match
- Highest Rated
- Most Reviewed

Cities

- Cleveland

Distance

- » Bird's-eye View
- Driving (5 mi.)
- Biking (2 mi.)
- Walking (1 mi.)
- Within 4 blocks

Features

- Open Now (11:31am)
- ... More features »

Price

- \$\$\$\$
- \$\$\$
- \$\$
- \$

Category

- Libraries
- Public Services & Government
- Hotels & Travel

1. Cleveland Public Library Carnegie West Branch

Category: Libraries

★★★★☆ 1 reviews

1900 Fulton Rd
Cleveland, OH 44113

(21...)



So when I lived in Cleveland, this was the library branch closest to our house. It's a neighborhood branch, so you've go to expect a limited selection. I'm fine with that. But what made coming

2. Walz Branch Library

Category: Libraries

★★★★☆ 1 reviews

7910 Detroit Ave
Cleveland, OH 44102

(21...)



This was the second-closest branch library to my house when I lived in Cleveland. It generally wasn't worth it to come here, as both the Carnegie West Branch and the main library were physically

3. Cleveland Public Library

★★★★★ 10 reviews

325 Superior Ave E
Cleveland, OH 44114

(21...)



Oh man! The hours upon hours I spent here while in High School...this is a gem of a library!!! Whatever you need or want for your reports, essays, papers, anything you may need is here. I

4. Western Reserve Historical Society the

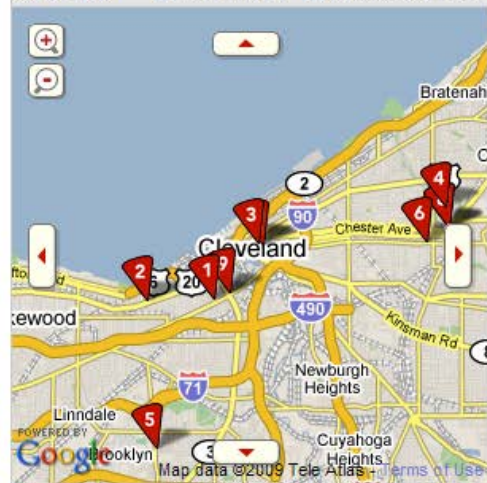
Categories: Landmarks & Historical Buildings, Tours, Museums

★★★★★ 2 reviews

10825 East Blvd
Cleveland, OH 44106

(21...)

Mo' Map Map, stay put! Redo search in map



Is your library rated?

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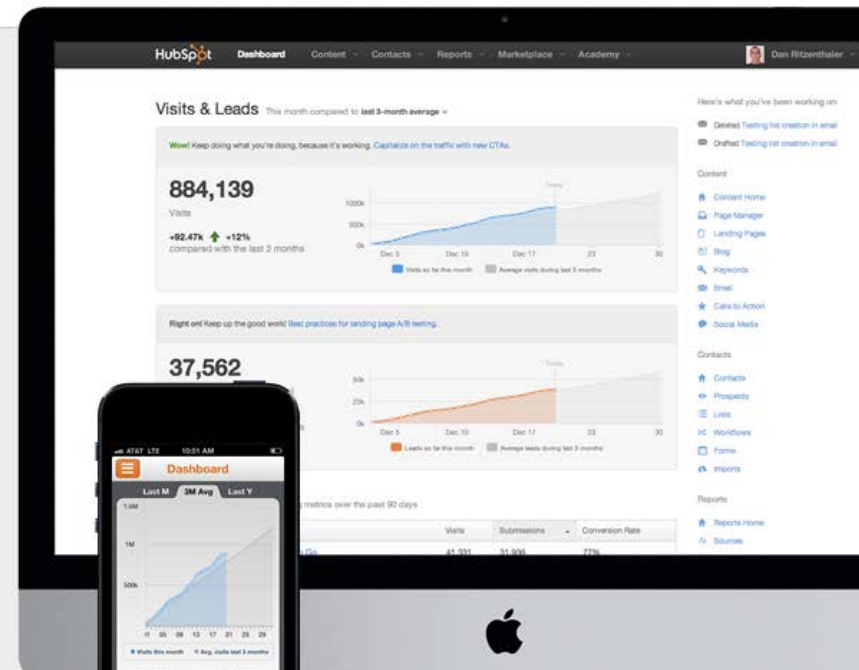
Create marketing people love.

All the software you need to do inbound marketing.



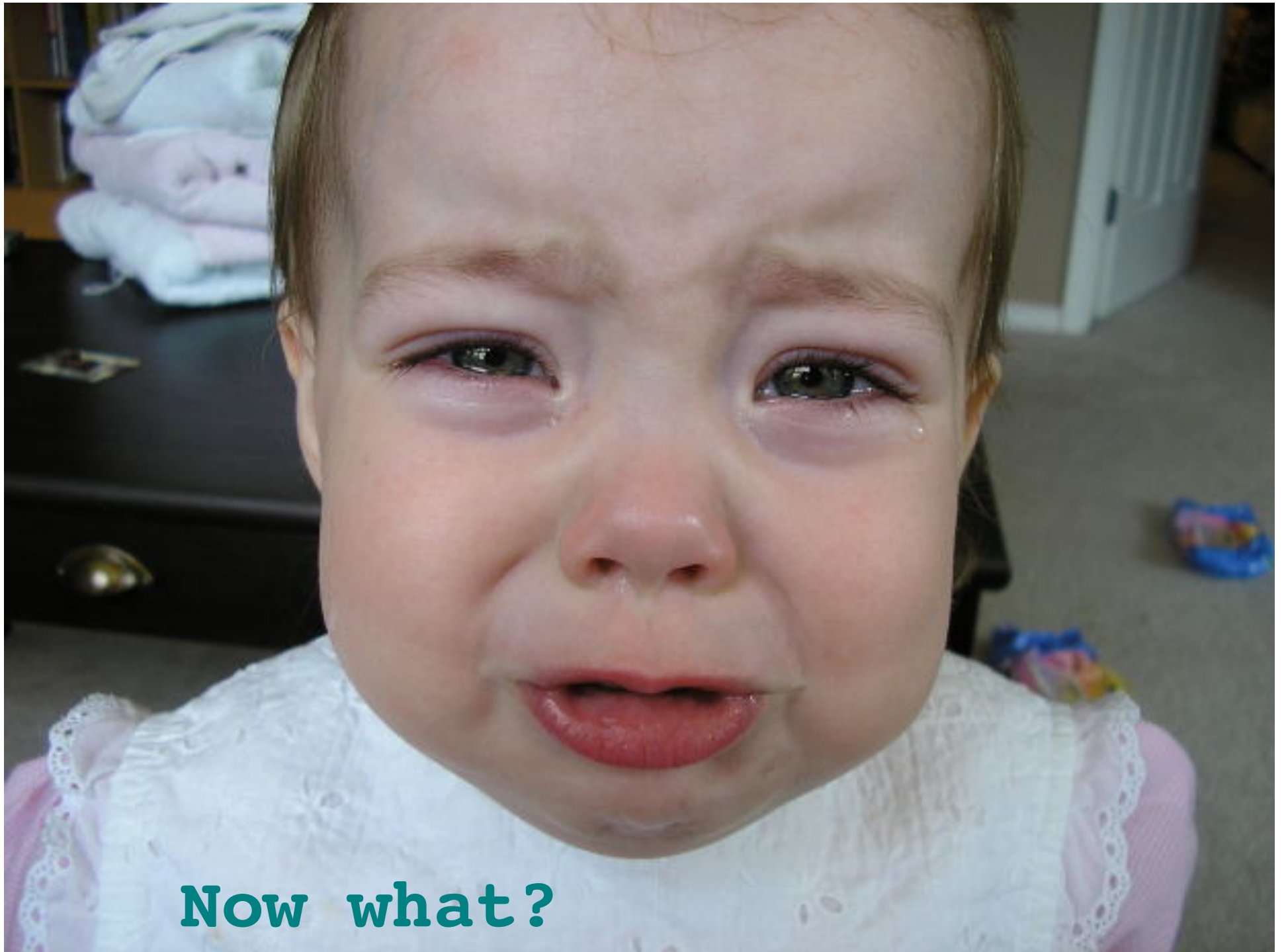
Watch the Video

Founders Brian Halligan and Dharmesh Shah explain HubSpot and inbound marketing.



Fundamentally flawed?





Now what?



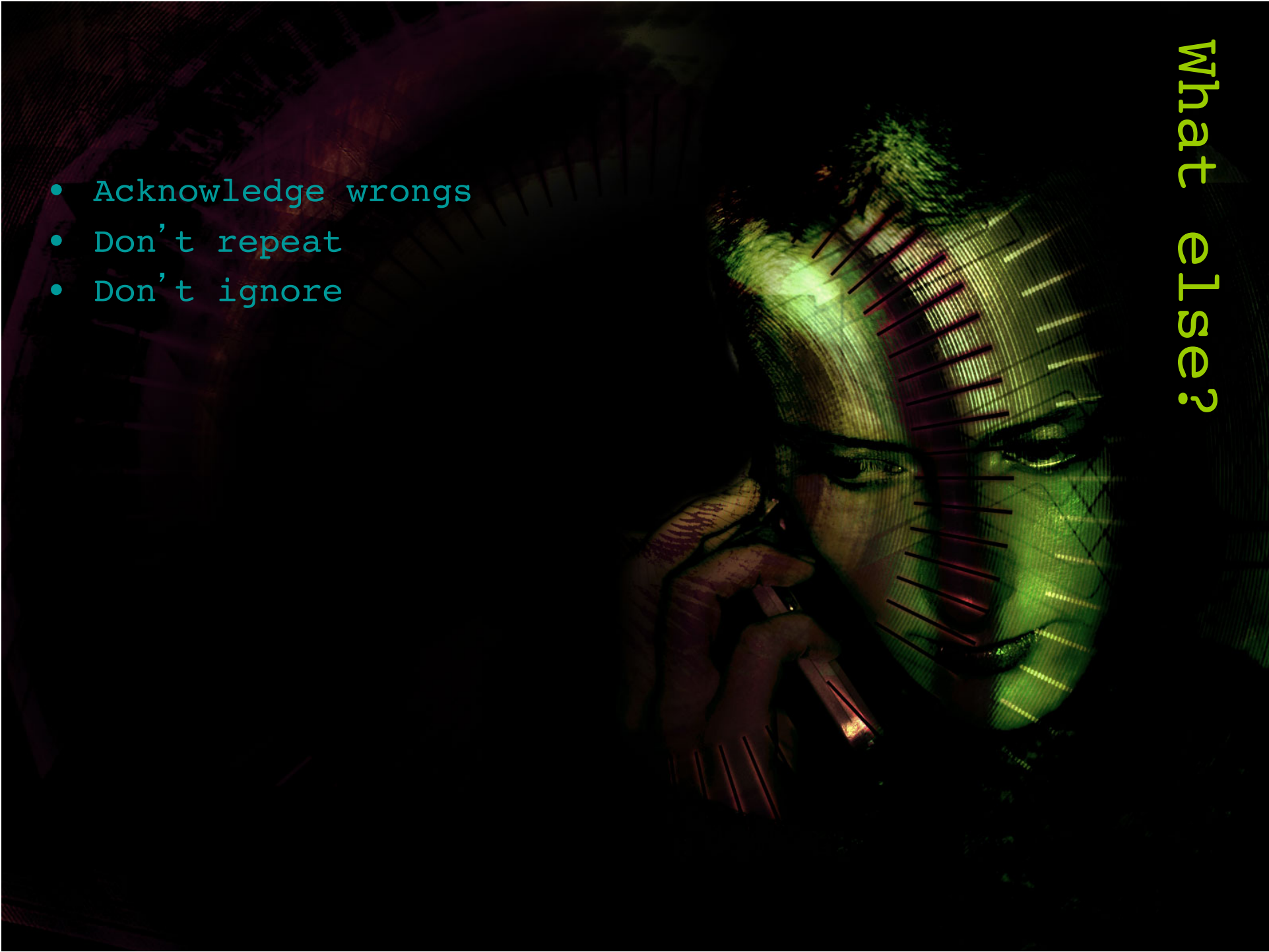
Don't hush

Don't make it worse



What else?

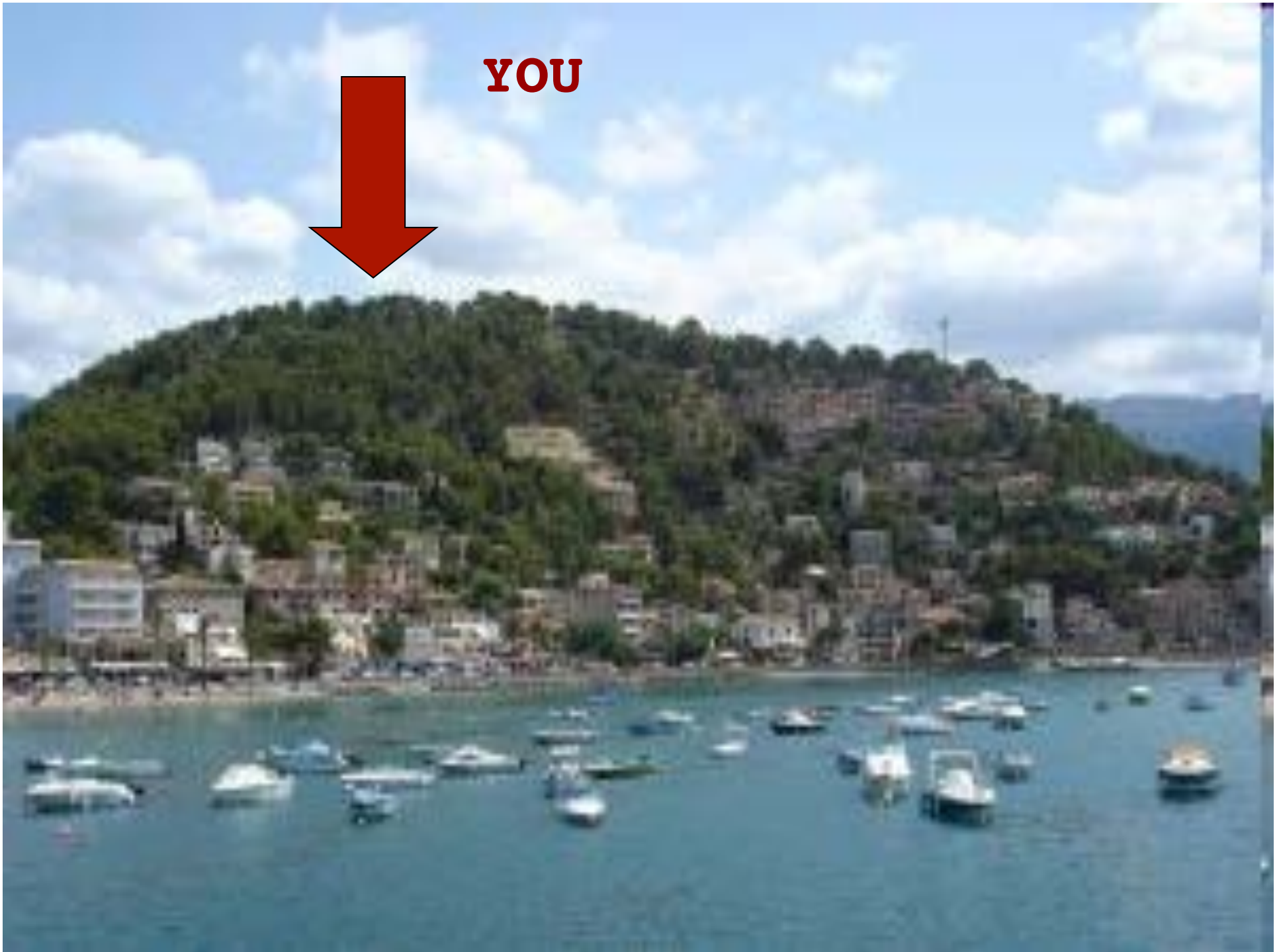
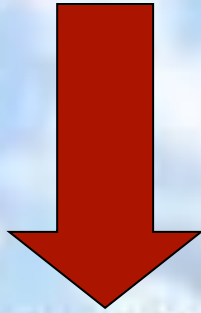
- Acknowledge wrongs
- Don't repeat
- Don't ignore



Respond early.



YOU



Be honest.




Offer personal help.



Don't create new personas



Yelp & consequences




David P.
Manhattan, NY

3
15

5/8/2012

Been a while my fellow Yelpers! Came here on Friday night 5/4/12. If you are not into some hardcore, stripper pole, throwing racks in the air Hip Hop, this night isn't for you! The place

Consumer Alert



We caught someone red-handed trying to buy reviews for this business. We weren't fooled, but wanted you to know because buying reviews not only hurts consumers, but also honest businesses who play by the rules. Check out the evidence [here](#).

Show me the reviews

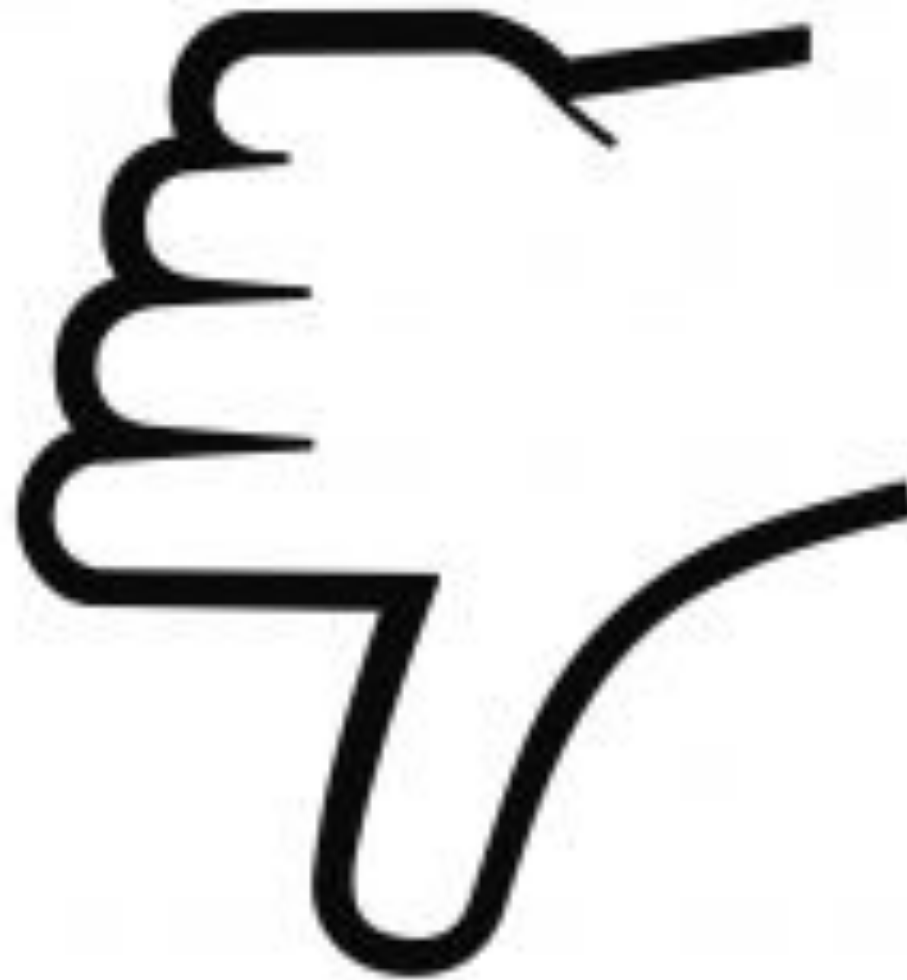


Paula C.
San Francisco, CA

18
16

7/18/2012

Did not like the crowd. Very Jersey Shore style. The guys were tacky and non sense, the girls were too slutty and dressed horribly. Overpriced drinks and you can barely walk inside. Toooooooo packed!



True?

False?

If the facts are wrong...



O P E N
T R U E

Either way, tell!



A woman with dark hair is shown in profile, looking down and holding a pen. She is wearing a dark top. The background is dark, with a large, textured book spine visible on the left side. The overall lighting is dim, with a greenish tint on the woman's face and hair.

You can
do to
improve
your
library's
rep

SOME THINGS

Accentuate the positive



ASK

A teal speech bubble graphic with a white outline, containing the text "Get the WORD out". The bubble has a tail pointing towards the bottom-left corner.

Get the
WORD
out

A teal-colored speech bubble with a white outline and a small tail pointing downwards and to the left.

Keep talking

A lime green-colored speech bubble with a white outline and a small tail pointing downwards and to the right.

To
patrons

Respond...

- Quickly
- Personally
- Appropriately

What does this mean to me, Laura?



Reputation is priceless.



Keep your eye online



Don't hide.

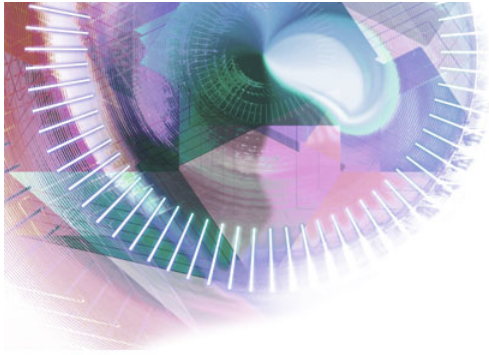


Be human.





It's ongoing

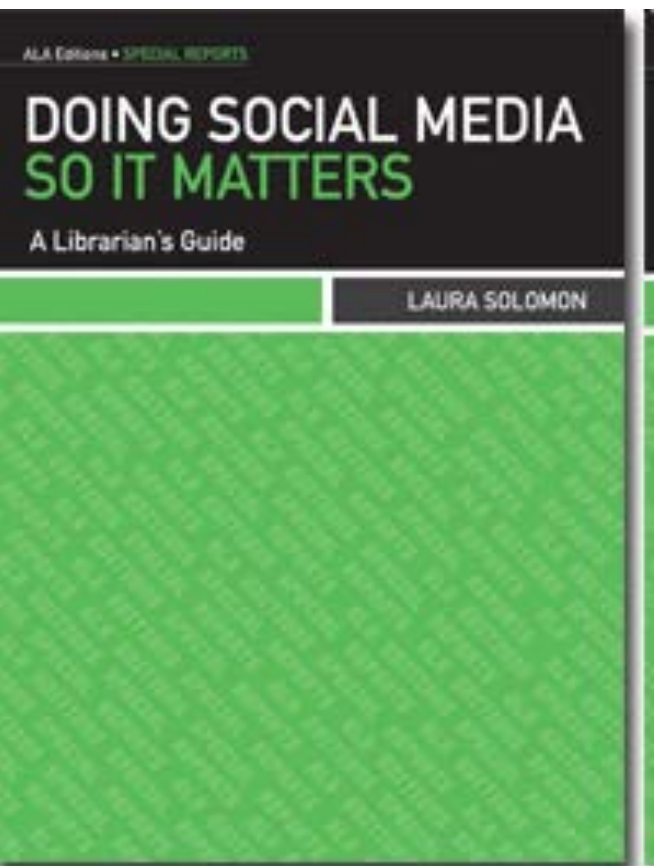


“Remember, if you
don’t participate
in the story, it
will be told
without you.”

From “The Transparent Library: Library PR 2.0” by Michael Casey and Michael Stephens, LJ, Oct. 15, 2008



Absolutely shameless plug





Laura Solomon

laura@designforthelittleguy.com

Twitter: laurasolomon

Blogs:

What Does This Mean to Me, Laura?

(<http://www.oplin.org/meanlaura>)

Questions?



Infopeople

helping libraries think differently

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