

Managing Your Reputation in the Digital Age

LINA DUQUE, MBA



LinaDuqueConsulting.com



Lina Duque, MBA

Social Media Strategist & Executive Branding Coach

- Advisor to C-suite executives and organizations
- International Speaker and University Lecturer: (Harvard University, McGill University, Merck Group, Lean In Canada)
- Published in Harvard Business Review, Forbes & HuffPost



LinaDuqueConsulting.com

What you'll learn today

- How a personal brand impacts company brand - positively and negatively

Turning a crisis into opportunity: Domino's Pizza case study

Tips to manage your online reputation

Tweet at least once!

Who's on Twitter?



Tweeting Challenge!



TWEETING CHALLENGE

Tweet throughout the forum using **#WCFIst16**. The person with the highest engagement on their tweets will win a one-hour consultation on their personal brand with me!

Ready, set, tweet!

#WCFIst16

@LinaDuqueMBA

@WCFDavosIst



“It takes 20 years to build a reputation and five minutes to ruin it.”

Warren Buffett

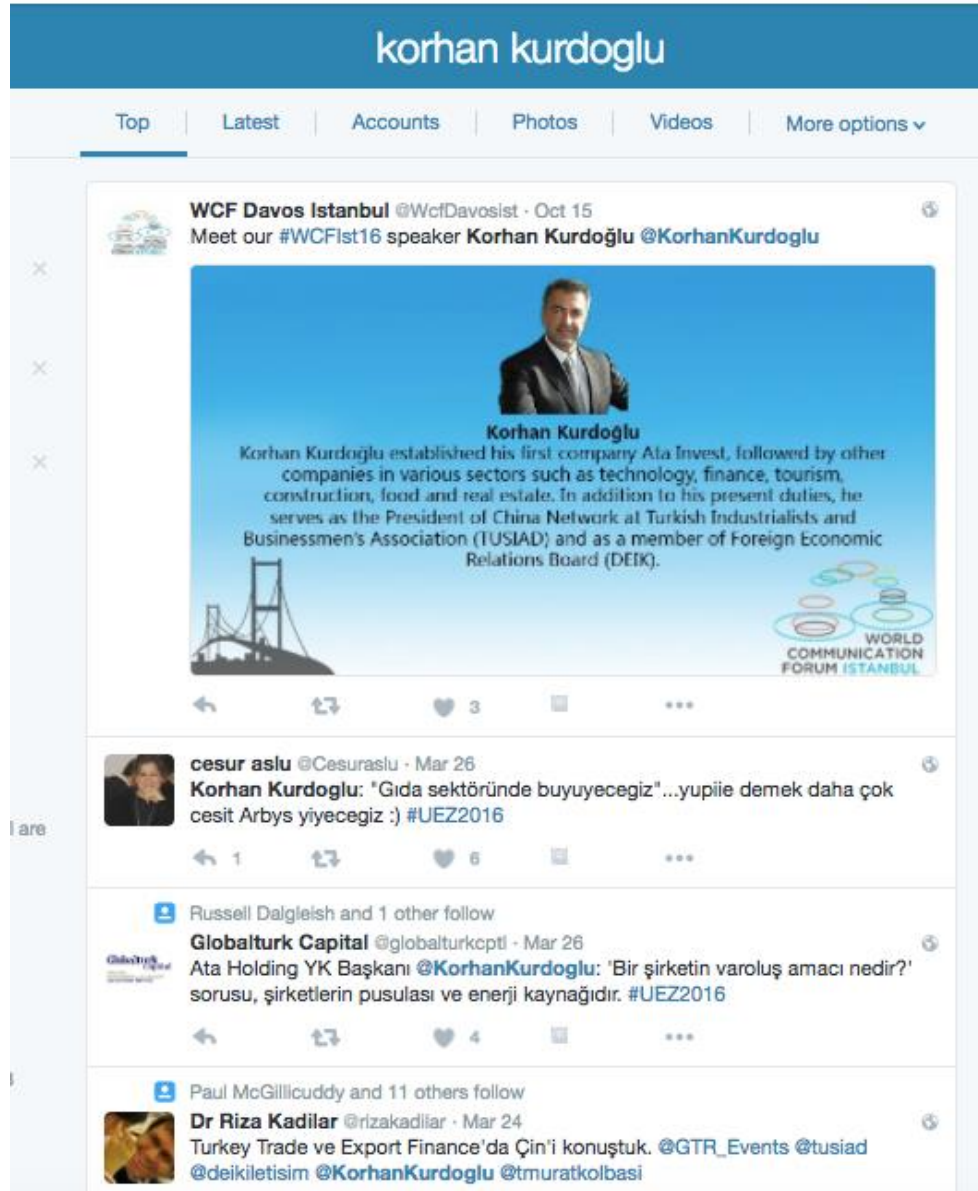
Technology has transformed the world
into a global village



Employee personal brand impacts company brand



And you don't have to have an account on Twitter to have presence.



CEOs that engage in social media are perceived as **BETTER** CEOs that can build better connections with customers, employees and investors.
(Brandfog)

Social media-savvy executive women
are perceived as more accessible,
transparent and trustworthy business
leaders. (Brandfog)

Case study: Jane Griffith



Jane Griffith

Partner & National
Diversity Leader,
Odgers Berndtson
(Canada)

Founded the Council of Women Executives



Built her social media presence



A screenshot of a Twitter profile for Jane Griffith. The profile header has a blue background. On the left is a circular profile picture of Jane Griffith, a woman with brown hair, smiling, wearing a black blazer over a light-colored top. To the right of the profile picture are statistics: TWEETS 1,875, FOLLOWING 410, FOLLOWERS 453, LIKES 861, and LISTS 2. Below the profile picture is the name 'Jane Griffith' in bold, followed by the handle '@GriffithJane' and 'FOLLOWS YOU'. Below that is a bio: 'Partner and National Diversity Leader @odgersberndtson. focus on nonprofit and academic. passionate about women, diversity and leadership. Founder #execwomenTO'. At the bottom of the bio section is a location pin icon with 'toronto' and a calendar icon with 'Joined June 2012'. To the right of the bio section are three tabs: 'Tweets' (selected), 'Tweets & replies', and 'Media'. Below the tabs are two tweets. The first tweet is from Jane Griffith (@GriffithJane) dated Oct 27, with a location pin icon. The text of the tweet is 'If you coming to #afpcongress be sure to register for the Pre Congress Networking event yet?!? afptoronto.org/events/event/?... @afptoronto'. Below the text are icons for reply, retweet (1), like (2), share, and a menu icon. The second tweet is also from Jane Griffith (@GriffithJane) dated Oct 27, with the text 'What a great thank you from @S_Nouman_Ashraf. Happy to talk again'.

Jane Griffith
@GriffithJane FOLLOWS YOU

Partner and National Diversity Leader
@odgersberndtson. focus on nonprofit
and academic. passionate about women,
diversity and leadership. Founder
#execwomenTO

toronto
Joined June 2012

Tweets Tweets & replies Media

Jane Griffith @GriffithJane · Oct 27
If you coming to [#afpcongress](#) be sure to register for the Pre
Congress Networking event yet?!? [afptoronto.org/events/event/?...](#)
[@afptoronto](#)

← ↻ 1 ❤️ 2 📷 ⋮

Jane Griffith @GriffithJane · Oct 27
What a great thank you from [@S_Nouman_Ashraf](#). Happy to talk again

The results

- Positioned herself as a thought leader in her space
- Her firm created a new role for her as National Diversity Leader at the firm
- Received an invite to speak at a leading industry conference in Chicago

Positive personal brand + company support =
Business Opportunities.

WIN-WIN FOR BOTH

**But what happens when employees
behave inappropriately online?**

MEDIA

Billy Bush Negotiating Exit From NBC After Lewd Tape

By JOHN KOBLIN OCT. 11, 2016



Billy Bush joined the "Today" show over the summer. Craig Barritt/Getty Images for SiriusXM

REL



Arts and Entertainment

Billy Bush is officially done at the 'Today' show after Donald Trump tape

By Emily Yahr October 17



Let us train you
to become a
Financial Advisor

LEARN MORE

AON
BEST EMPLOYER
PLATFORM | CANADA | 2019

Edw
MAKING

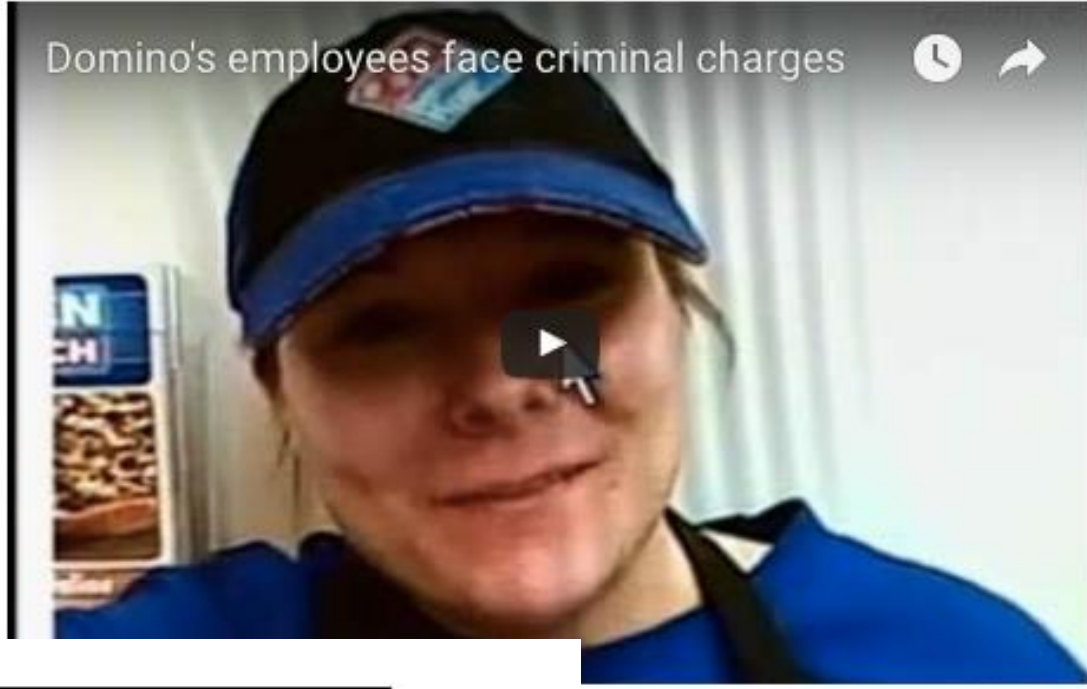
Most Read

- 1 CNN drops Donna Brazile as pundit over WikiLeaks revelations
- 2 He's not my boyfriend. He's my partner. What do I call my guy?
- 3 Nate Silver blew it when he missed Trump. Now he really

LOSE-LOSE FOR BOTH!

Within 1 day, video has over 750,000 views on Youtube

Domino's employees face criminal charges



Dominos Pizza Employee fired and arrested...



Domino's Pizza responds with a YouTube video



- Have a social media policy in place
- Talk to your employees about company values - what's acceptable and what's not
- Provide proper social media training for staff
- Monitor your company reputation online on a regular basis

How to manage your online reputation



Have you Googled yourself?

**Set up a Google Alert for
your name**

How to create a Google Alert for your name

1. Go to www.google.com/alerts
2. Type “first name last name” (for e.g. “Lina Duque”)
3. Choose your filters
4. Create your alert

Your Online Reputation Management Checklist

- Google yourself regularly
- Manage your privacy settings on Facebook
- Act as an ambassador of your firm
- Get acquainted with your firm's social media policy
- Do not post articles or opinions that are adverse to your clients

Not sure whether to post?

Imagine your tweet is going to appear on the front page of the Financial Times. Would you be ok with it?

Want more tips?

Sign up for Lina's tips & case studies



LinaDuqueConsulting.com

Twitter/Instagram: [@LinaDuqueMBA](https://twitter.com/LinaDuqueMBA)



Time to tweet!

Write a tweet about you've
learned so far using
#WCF1st16