



ONLINE REPUTATION MANAGEMENT

| Course ID: 17-9-3

FIRSTLY

THANK YOU

FOR TAKING THE TIME

Thank you for taking the time to look closer at this **SANAS** professional development training program.

Please email us if you have any questions, we really do answer the messages that come through our contact form and we return calls.

Our ORM Masterclass helps you develop a system to help you maximise the positive reviews and comments online and minimising the negative that is posted about your business or organisation.

An automated system to keep positive content flowing and a document business process to help your staff and contractors know how to counter negative feedback and avert online disasters.

KIMMAREE THOMPSON

Founding Director

training program

overview

This is a Coaching Program for business owners and professional practitioners and managers of NGO's and not-for-profit organisations who want to make sure that they maintain a positive online reputation.

Know what to do if bad reviews happen and know what to do if you find themselves the target of trolls who are trying to destroy their business with destructive online content or industry bloggers posting negative reviews.

Even if you do not have an online business, your customers are online. Your customers are online and if they are talking about your products, your services, your support ... they are talking about your business online.

If the first thing a prospective customer sees when they Google you is a bad review, they will have that seed of doubt planted and will start looking for alternatives – or completely remove you from their choice set.

This Coaching Program is a risk management and process automation investment in your business, you can take your business or professional practice to the next level of sustainability by ensuring you have a systematised, automated, process that manages your online reputation.

Do the work once, then automate through systematising the process so you can confidently hand over the ongoing management of the online content management process to your internal team, or outsource to contractors .



Learning Outcomes

1 - Understand when your online reputation is at risk

You will have a monitoring toolkit that will alert you when your online reputation is at risk.

You will have a detailed understanding of just how important your online reputation is to your business sustainability.

2 - Reputation Status in 5 Easy Steps

The 5 steps to determining the status of your online reputation, including how to find undetected comments and bad reviews.

How to automate the ongoing monitoring of your online reputation.

3 - Build your own, online reputation management strategy

You will be able to create an Online Reputation Management Strategy that is customised for your target market, including how to create content that speaks directly to your tribe.

4 - Systematise & automate your ORM strategy

How to automate and systematise your online reputation management strategy, ensuring that you will be able to implement your strategy through other people, confidently delegate the ongoing process to your team.

5 - Damage Control Tools

Strategies for minimising and counteracting negative online publicity.

#Fail survival tips, what to do if something happens and you find yourself smack in the middle of an online crisis.

just a bit more ...

Who will benefit from this training

- Founders, Directors and Managers with bottom-line accountability.
- Freelancers and contractors will also benefit from this training program.
- NGO's, Activist Groups and Charities will benefit from this program.
- Teams responsible for managing the online reputation of any not-for-profit organisation or company.
- Even very small businesses and organisations will benefit from this course; if you sell on eBay or have a spare room or holiday home you let through AirBnB then you already know the damage a poor review can do to your business – for small and large businesses managing your online reputation is an essential business capability.

Additional Support

Participants will be offered a range of additional support materials including templates, pre-drafted policies, hosted induction & training programs for new staff members, personal coaching and online group support through a class forum.

Certificate

Participants will receive a Paper and PDF Certificate of Completion if they complete the activities and participate in this course at a live workshop. Online coaching will include a PDF Certificate of Completion.

Have questions?

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Downloads

- 52-page Manual & Workbook
- 5 Application Activity Worksheet Downloads
- 1 x Microsoft Excel Spreadsheet for Online Content Scheduling



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