

## Lesson no. 1 – What is ORM?

Online reputation management (ORM) is when, in order to address any negative or false comments, you actively monitor mentions of your brand on websites and social media.

ORM mainly works by responding to negative customer comments online and reacting to stories in the media (both social and traditional) that paint your company in a bad light.

For example, you might release a public statement addressing the content of the story or publish a social media post in response.

### **Understanding ORM**

There are a lot of misconceptions about online reputation management. Some people think it's just social media monitoring, while others believe it has something to do with public relations, and still others literally have no idea how it can impact business and sales.

In this guide, I'm going to explain the role of online reputation management in today's business and media landscape. Companies of every size can benefit from having a clear outline of its main concepts.

What are people saying about you? Good online reputation management is not only about reacting well to what people say about you, your brand, or your products and services, but also about whether to react at all and, if so, when. Sometimes a reaction is not necessary, and sometimes a reaction that is too late can cost you millions.

A proactive approach to the matter consists of monitoring your public reputation on a regular basis, and not just when you come to know about a specific event to deal with. How do you do this? The magic tools invented to solve this problem fall under the name of "social media monitoring."