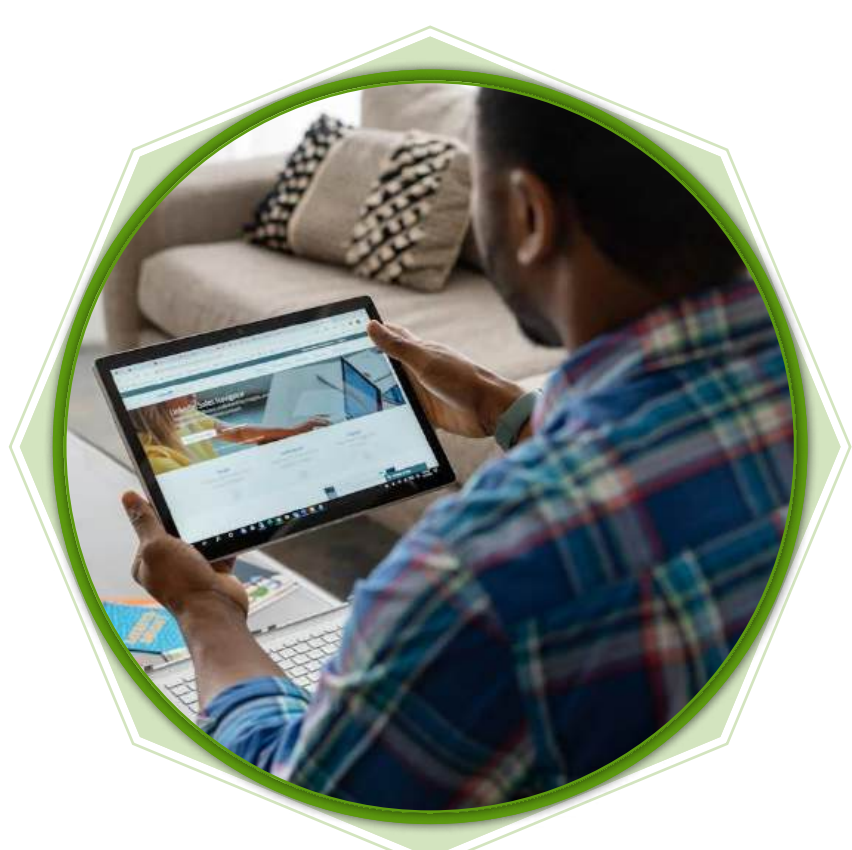# 5

Tips to Protect Your Brand on Social Media

1. Evaluate Your Social Media Presence

Start by assessing your current presence on social media and identifying the most relevant platforms for your brand. For visually appealing businesses like cake decorating, Instagram may be ideal, whereas a service like accounting might be better suited to LinkedIn.

2. Keep Your Posting in Line with Your Brand

Take the time to define your brand and target audience and make sure that your engagement stays aligned with these definitions. Social media is an ideal realm for building your brand, so make sure your communications paint a very clear picture of who you are and what you're about.

3. Respond to Feedback

Negative reviews are inevitable, but they're also an opportunity to build trust with your audience. Focus on having a clear plan for responding to feedback in a professional, constructive manner that aligns with your brand. As a general rule, it's better to respond than have negative feedback hanging out there.

4. Monitor Your Online Presence

Monitoring how your brand is portrayed on others' accounts is just as important as managing your own. Configure notifications to alert you when tagged, but remember you can still be mentioned without a tag. Regularly search for mentions of your brand to stay informed, or consider using an online reputation management service to keep track of your brand's online presence and protect your image.

5. Learn from Your Community

Online feedback or criticism can be brutally honest, but that's not always a bad thing. Try not to take it personally but to turn it into a learning experience. You can rule out some criticism as arbitrary and irrelevant, but other times, you might see patterns emerging that show how people perceive you.