

Online Reputation Management

Sheila Scarborough - Tourism Currents



What do you
find when you
“Google
yourself?”

We have 2 of these, but only 1 mouth.



To **manage** your
online reputation,
you must **monitor** that reputation.

Listening online = monitoring

To Listen Online, You Need...

- To know when someone is **already talking** about you
 - *Active response to mentions*
- To use **search** engines to find content about you
 - *Seek & review, possibly respond*

Dell Social Media Listening Command Center



Creating a better experience for you.
30,000 conversations a day and counting.
Make the connection @DellEDU



Key to listening...

Notifications

Listening on Twitter



Amtrak @Amtrak

1 Aug

@sheilas We're so happy that you loved our staff just as much as we do! Here's to many more happy travels! :)

[View conversation](#)



Sheila Scarborough @SheilaS

1 Aug

Really nice @Amtrak conductor helping passengers aboard the Heartland Flyer. #railfan [twitpic.com/aecurb](https://twitter.com/aecurb)

[Hide photo](#) [Reply](#) [Retweet](#) [Favorite](#)





Blair Eadie @BlairEadieBEE · Mar 23

Any good hotel/resort recommendations in California wine country? One that has a nice pool? #lookingtoescape



Lauren Begley @LauLauBegley · Mar 23

@BlairEadieBEE check out @BardessonnoHotel in Younteville - the pool, food, spa are all perfect.



Bardessonno

@BardessonnoHotel



 Follow

@LauLauBegley Thank you for the lovely mention.



search.twitter.com

See what's happening **right now**

A search input field containing the text "Tupper Lake". The text is highlighted with a red oval.

Tip: use [operators](#) for advanced search.

Search



Lynn Davis
@WebmasterDavis



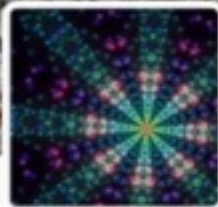
 Follow

 Part of the Wild Walk at the Wild Center in Tupper Lake, NY. The Wild Center is a spectacular indoor... [tumblr.co/ZOzP2q22jMDIW](https://tumblr.com/ZOzP2q22jMDIW)



photonmaster

Part of the Wild Walk at the Wild Center in Tupper Lake, NY. The Wild Center is a spectacular indoor / outdoor nature center. The Wild Walk is a bridge-like walk along...



Photons to Photos

Interesting digital images that I have made ... one way or another.

[SUBMIT](#) [ARCHIVE](#)



Listen / monitor
with a dashboard
like TweetDeck or
Hootsuite

30. Interactions @TourismCurrents



@ Courtney Cacatian mentioned you



Courtney Cacatian @mannacatian 1d
More helpful info MT
@TourismCurrents A5. Put Twitter handle & Facebook URL on your offline materials. Don't make ppl search. #tourismchat

Details

★ DixieLustBlog.com favored



Tourism Currents @TourismCurr... 1d
A5. Tip: put actual Twitter handle & Facebook URL/name on your offline materials, not just the logos. Don't make ppl search. #tourismchat

Details

@ Andrea Robyns mentioned you



Andrea Robyns @Andrea_VisitGR 1d
MT @TourismCurrents: A5. Tip: put actual Twitter handle & Facebook URL/name on your offline materials. Dont make ppl search. #tourismchat

31. "#FriFotos" @SheilaS



Rivka retweeted



Erin Logsdon @luxtrvlwrks 21h
Beautiful architecture at A-Kan Bar
@Nizuc_Resort
flickr.com/photos/luxuryt... #FriFotos
#luxury #mexico

Details



Clinton County Ohio @clintonco... 1h
Merry Christmas! #Architecture meets mistletoe & holly for church on Sunday:
ow.ly/i/2ckNX #FriFotos #churches

Details

visitBergen retweeted



LuxuryChicTravel @LuxChicTravel 1d
The @visitBergen houses are a model of Norwegian #architecture including beautiful colours & woods #rifotos
pic.twitter.com/aHe1Ti14Rq



32. "Alappuzha OR Alleppey" @S...



Alappuzha Pattanam @alpycity 8h
Its heavily raining here in Alappuzha...
Love it....

Details



Kerala Tourism @KeralaTourism 9h
Which place in Kerala would you pick for spending a vacation with your lover?
Varkala, Munnar, Wayanad, Alleppey, Kovalam or anywhere else?

Details



Arunkumar B @arunind999 9h
SouthWest Monsoon on its way... Still showering from the last night. !!!
#Alappuzha #Kerala

Details



ranjit rawat @ranjitnetgains 10h
Food Corners At Alappuzha Beach
alappuzhabeach.in/food-corners.h...

Details

Listening on Instagram



cousincouture

Follow

1 week ago

Blue Jean Baby! NEW belted denim shirt dress arrival!
Buy online or call to order! 919.552.0003 [❤️] #denim
#style #dresses #fashion #bluejeanbaby

♥️ **beyoncemariee, christinamartin09, karemveraa** and **387** others like this.



jlangle32577

@cousincouture can you hold a small and medium til cob Wednesday for me?



cousincouture

@jlangle32577 We can only hold until 6pm Doll! If you want to make sure you get ahold of one you can purchase it online, that way you can be refunded if it doesn't work out []



j_dillon_99

How much?



cousincouture

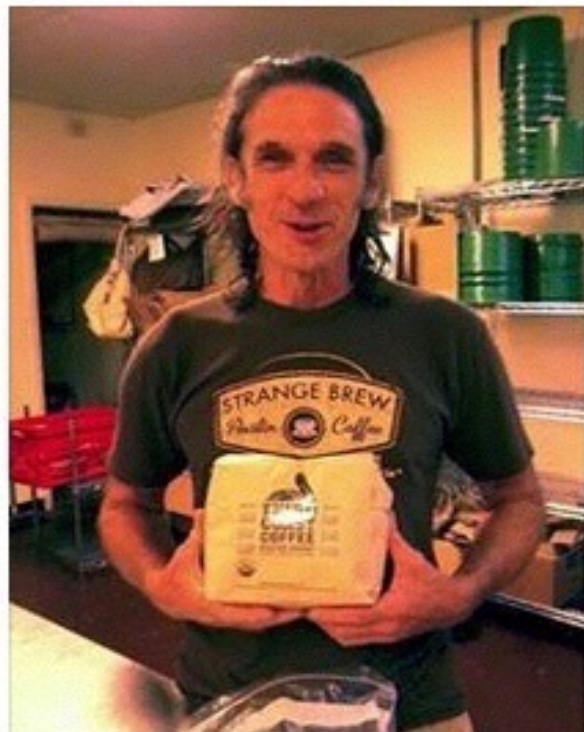
@j_dillon_99 This dress is \$56 Doll! []

Listening on Facebook



Keep Austin Fed!

Thanks so much to Joe Lozano and the fine staff at Third Coast Coffee Roasting Company for donating a 5-pound bag of coffee to Keep Austin Fed! We took it to the folks at Easter Seals Central Texas where Robin was thrilled to brew up a pot for staff and clients. We appreciate the support and wonderful work you do!



Like · Comment · Share · Yesterday at 12:19pm



Write a comment...




Third Coast Coffee Roasting Company Thanks for the shout out, and thanks for all that you do for our community!

Like · Reply · 1 · 2 hours ago




 **High Falls Gorge** 😊
Like · Reply · February 18 at 9:33am


 **Alexander Seidel** Have been there 2013 for Indian Summer 😊



Like · Reply ·  1 · February 18 at 2:51pm

 **High Falls Gorge** Look at those leaves! Thank you so much for sharing Alexander.
Like · Reply ·  1 · February 18 at 2:57pm

 **Susan M. Dusen** My parents and I visited every summer when I was growing up. My Mother's Aunt lived in Jay. I highly recommend going to Jay just to sit on the rocks in the Ausable River (across covered bridge). It's very centering. Loved High Falls Gorge's gift shop. I remember there'd always be a bumper sticker with your name on it attached by thin wires .

Like · Reply ·  1 · February 19 at 5:19am

 **High Falls Gorge** Thank you Susan. We really love hearing about people's memories of us. We hope you can visit again one day soon.
Like · Reply ·  1 · February 19 at 9:11am



Write a comment...





Yankey Farms

Liked · about an hour ago

Great morning to come to Yankey Farms to pick strawberries! Stock up now and enjoy them on the rainy day tomorrow.

Like · Comment · Share



11 people like this.



Beata Coss how much per box?

about an hour ago · Like



Beata Coss or tray

about an hour ago · Like



Crystal Cauvin Vasquez Last year it was \$20, per bucket

about an hour ago via mobile · Like



Katherine Tochtrop DeFonde Wow! Strawberries already?!?

about an hour ago via mobile · Like



Yankey Farms Strawberries are \$20 per gallon pick your own. \$15 per gallon for 2 or more gallons. Pre picked are \$23 per gallon.

32 minutes ago · Like



Yankey Farms This is a more normal time for the start of the season. Last year we opened on April 10.

31 minutes ago · Like



Cindy Pittman Santa Ana Pre-picked?! Love it - how do I order this??

23 minutes ago · Like



Write a comment...

Monitoring a hashtag with Tagboard

Results for #MountainLikers ①

Network



Eduardo Azcona
@eduaazona

#mountainlikers congress :
#marketing tools_ kcy.me/2bkf8
Photo: José MB #unwto
@mountainlikers
pic.twitter.com/BAXvynSDUg

2 Mar 10:47am

enpistas.com
@enpistas

Enpistas Reservi Hotel Congress



Sirvard Amatuni
@Sirvard

goo.gl/MQF4VA #travel #tips
#destination #hiking #mountainlikers
Top 10 must-dos in #Armenia in
2016. pic.twitter.com/3mjyMN8FQL

2 Mar 7:32am

bonassacountryhotel · 1 day ago



Tijana Brkic
@bricTijana

@ClusterMontagne on New
#marketing tools for #mountain
#destinations #cdn2016
#mountainlikers

2 Mar 6:32am

Travesía Pirenaica
@SendiaPirenaica

#unwto #mountainlikers : ¿cuáles son
las nuevas #herramientas de
#marketing para los destinos de
#montaña? @mountainlikers

2 Mar 4:19am

Guillermo Reyes
@GuillermoReyes1

#enpistas #esqui #ski Congreso
Mundial de Turismo de Nieve y
Montaña de Andorra #mountainlikers
enpistas.com/2016/02/11/con...



Bruno LALANDE
@BrunoLALANDE

#mountainlikers #drone
pic.twitter.com/XkkMLHAqTL

2 Mar 6:09am

Travesía Pirenaica
@SendiaPirenaica

#mountainlikers Oportunidad
extensión redes #internet_ problema
acceso internet en entornos
#montaña en captación de
#momentosinolvidables

2 Mar 6:02am

Walkonnature
1 day ago

Preparando preparando. Aquí tenemos el
programa del Congreso mundial de
#turismo de montaña y nieve
#mountainlikers !!! , que comienza
mañana en Santa Julià de Lòria #Andorra

Se hablará de las nuevas herramientas de
#comunicación, del #marketing para
los ...

You can also tag
people & brands on
LinkedIn & Google+

Listen for people
tagging you there....

...and respond!

Listening on TripAdvisor




kingsburgguy
Kingsburg, CA

Contributor

 19 reviews

 7 hotel reviews

 Reviews in 10 cities

 4 helpful votes

“Vintage motor court updated nicely”




 Reviewed May 7, 2013

It doesn't look like much from the street, but you pull in and find a nicely kept one story court. Our room had a nicely painted and upgraded room and bath with tile floor bath and crown molding in the bedroom. Small bedroom for two beds. Wireless internet was fast and easy. New flat screen TV. Breakfast was toaster waffles or English muffins or packaged danish. But doffee was good and hot. We will stay again for the low price.

Room Tip: Room on west side of court had early sun in window but we get up early anyway.

[See more room tips](#)

Stayed May 2013, traveled with friends

 Value
 Location
 Sleep Quality

 Rooms
 Cleanliness
 Service

Kiran T, Manager at Rodeway Inn, responded to this review

May 28, 2013

It is a pleasure to hear you found our exterior "nicely kept", the wireless internet "fast and easy", and enjoyed all of the new upgraded features of your room. Thank you for staying at the Berkeley Rodeway Inn, and we look forward to your next visit!

[Report response as inappropriate](#)

This response is the subjective opinion of the management representative and not of TripAdvisor LLC.

More Listening Tools

- Overview tool like **Social Mention**
- **Google or Talkwalker Alerts**
 - Brand name, keywords
- Paid option: **Sprout Social**
- **Google Analytics**
 - When someone **links to you**

Say
Thanks!

Scenes from an Edmonton festival: Silver Skate

Published on Thursday, February 21st, 2013 by Sheila Scarborough

Comments



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of cities Celtic music Chicago China christchurch city
cultural travel culture Europe festivals Florida food
green travel Hawaii history ireland Irish music lonely
planet museums music New York City New

3 comments



Erin DiLoreto says:

February 21, 2013 at 12:49 pm (Edit)

Sheila you were a delight to have on our site! Seeing your enjoyment and those of other festivalgoers is what it is all about. Thank you for spreading the word about our event.

Cheers,

Erin DiLoreto
Festival Producer
Silver Skate Festival

Reply



Sheila Scarborough says:

February 21, 2013 at 1:57 pm (Edit)

Thanks so much, Erin, I appreciate the chance for a behind-the-scenes tour, especially when you're so busy at the event. Big props on having lots of good photos and video on your website, too; I had a hard time deciding which video to share!



silver skate fest

@silverskate

 Follow

Thanks MT @SheilaS: Scenes from the
delightful @SilverSkate winter festival in
Edmonton, @TravelAlberta
perceptivetravel.com/blog/2013/02/2...
#yeg"

 Reply  Retweet  Favorite  More

10:06 AM - 21 Feb 13

Good listening
and responding
is good customer
service

**Remember...
Use these.**

A lot.



“I do not have time to manage one of those new telephones.”



Thank you!



Sheila Scarborough
Tourism Currents

@SheilaS

@TourismCurrents