**FIA Region II Club Development Programme**  
**Customer Experience and Innovation**

**Session: 2A: Reputation Management and Social Media Engagement**  
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**Introduction**

“There are 2.1 million daily negative mentions on social media about U.S brands alone”

This session enables participants to understand how digital technologies have empowered individuals to shape brands, and how brands in turn, can shape engagement, and grow the brand experience. Participants will learn about reputational risk in the digital age, and understand strategies for managing reputation online. Social media monitoring is described as the cornerstone of successful brand reputation and in this workshop, participants will have the opportunity to engage in social listening and become a data translator. Participants will be immersed in a real issue that is having an immediate impact on an organisation, or industry. They will develop critical thinking around the impact of social media content on brand reputation and reflect on strategies for managing reputation online and implementing strategies for digital crisis.

**Topics**

The following will be included in the session.

- What is digital engagement and why is it important?
- How has empowerment impacted brand communication?
- Reputational risks in the digital age
- Social listening: learning how to become a data translator
- Implementing a framework for managing reputation online
- Implementing strategies for digital crisis

**Learning Outcomes**

Participants in this workshop can:

- Use social listening software to investigate brand reputation
- Use social listening software to understand reputational risk
- Interpret data to create useable insights for a brand
- Plan strategies for managing reputation online

**Resources**

Participants will be provided with a document containing copies of the lecture slides and links to relevant industry readings.

PR Newswire (2016) Branding Basics: Measure your way to a better reputation.