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Five Ways to Manage Your Company's Social Media And Online Reputation



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Your company's online reputation is one of your most valuable assets. A good reputation instills confidence in clients and prospects, and gives you the upper hand when competing for business.

In large part, social media has taken the control of a company's brand and placed it in the hands of

the consumer. It doesn't matter how you define your brand, it all comes down to what your audience says.

One negative comment on a social networking site can spread like wildfire. To help prevent that, here are five tips on managing your company's social media and online reputation.

Set up e-mail alerts

An e-mail alert will send you links to any new web activity around a keyword or search phrase. Use variations of your company's name and the names of key employees. While alerts won't show you everything on the web about your company, it provides an excellent daily snapshot.

Keep an eye on industry forums

Discussion forums are a combination of blogging and social networking. If there are forum sites for companies in your industry, they bear close monitoring. They are a breeding ground for oftentimes anonymous and unfounded consumer complaints.

Consumers will often turn to a forum when they have troubleshooting questions about a product. They are looking to their peers for the solution to their problem.

By becoming an active member of the popular forums in your industry, you'll be able to directly respond to customer questions or complaints, building a stronger reputation and customer service program in the process.

Social media silence = death

If you find your company on the defense, make sure you respond quickly and efficiently. Companies no longer have the luxury of waiting a week, a day, or even a few hours to issue a press release to tell their side of the story.

When bad news breaks, respond quickly. Social media is all about instant connections, so clients have little patience for a company that takes their time responding to a bad situation.

Build strong relationships with industry leaders

Almost every industry has a blog (or blogs) dedicated to it. Popular and well respected bloggers have quite a bit of power when it comes to a business's online reputation. A popular blog reaches thousands of people a day, so what they say has a

far-reaching effect. Having a popular blog author on your side means you have their unspoken endorsement.

It also means that you have a strong support network if someone starts attacking your company online. Having a community of industry leaders on your side is a great way to defend your company's online reputation.

Keep communication lines open

One of the easiest ways to hurt your online reputation is to shut yourself off from clients and prospects. If you don't allow them to communicate with you (for better AND for worse), you are removing yourself from the conversation.

Encourage your customers to write online reviews about your company.

Thank the ones who write a good review, and definitely reach out to the ones who weren't as positive.

Customers are the lifeblood of any business, and communicating with them quickly and honestly will build a strong and positive online reputation.

The best way to manage your online reputation? Be proactive. Invest the time to build a solid social media reputation and before you need to defend your company from attacks or criticism.



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Microsoft Office 365: Work Anywhere, Anytime?

Microsoft is coming out with a new product called “Microsoft Office 365.”

This product is being pushed more for the business market and not towards home users as much as their popular “Microsoft Office Suite.”

Microsoft Office 365 is a subscription based web application that essentially gives you your copy of Microsoft Office anywhere you are and at any time, using Internet Explorer and a web connection.

This software is powered by Microsoft’s already popular “SharePoint” collaboration application.

Office 365 doesn’t give you access to all of the applications available in the traditional Office suite - for instance, Outlook isn’t included in the package - yet.

Microsoft Office 365 includes Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft OneNote, and something Microsoft is calling Microsoft Outlook integration.

Outlook integration links a local copy of Outlook that is installed on

your PC to the Office 365 suite in the cloud.

One of the best features in Office 365 is the ability to share files and documents on the go through a web interface that acts like a centralized server for your company.

This connection is 100% secure with encrypted data transfers and is password protected allowing only those who know the password to access to your company’s data and files.

This gives you access to the documents that you were working on in the office while you are on the road. And, anyone else in your organization that needs access to your files can use them any time, any where.

Another advantage of using a web based application like this one, is that, since it is a web hosted application, you don’t need to install any software .

You can access your documents

from any computer with and Internet connection using just your password. The ability to store and work on your documents anywhere doesn’t come without some caveats.

Although Microsoft guarantees 99.9 percent uptime, most Internet



service providers don’t. If your entire organization was deployed on the Office 365 platform and your company’s Internet connection went down, you could very well experience a bout of low productivity until everything came back online.

Office 365 and other cloud services are undoubtedly the wave of the future.

If you’d like to explore some cloud solutions for your organization, please give the office a call at 734-457-5000.

Google Makes “Plus One” Available Web-Wide

If you’ve seen those “+1” widgets at the bottom of a lot of websites, articles, and links, then you’re in tune with Google’s latest social networking push.

Think of the “Plus One” as being similar to Facebook’s “Like” button or a thumbs-up icon. It’s a way to indicate that you find a page helpful or useful.

Clicking on the +1 does more than just increment a counter. Clicking a +1 widget requires that you have a Google account. The first and most visible thing that a +1 does is add the page to your Google profile.

Your profile page can be public or private, serving as a personal list of pages that you found valuable.

You’ll start seeing +1 icons appearing in US search results, too. If you see the icon underneath a search result, that’s an indication that a friend (or friends) have found that link useful. Your Google “friends” are contacts you’ve stored in your Google Account.



As time goes on, search results will become more useful as you can see which links and options are recommended by your friends, and might be useful.



Staying Safe: How To Back Up Your Outlook Email Data

Your Outlook data file, also called a PST file, contains all of the data that is created and received in Outlook such as emails, contacts, notes, your to-do list, calendars and other Outlook data.

If you rely on email for your day to day work, keeping your Outlook data backed up frequently could save you hours of frustration and potentially lost data.

Over time, your email data file grows and shrinks as you receive and delete email. While not extremely common, the data file is prone to corruption - which is the most common way Outlook users can lose data.

To prevent corruption and possible data loss, always keep in mind:

Close Outlook properly - shutting down your email without going through the "File, exit" dialogue can cause file corruption.

Watch your file size - A PST file that exceeds 3gb can be problematic. Although Microsoft says newer versions of Outlook (2003 and newer) will support PST files up to 20gb, in our experience, Outlook operates best if you keep the file below 3gb.

To manually back up your Outlook data file in Windows Vista and Windows 7, follow the steps below.

1. Open "My Computer" and browse to your C:/ drive.
2. Click on tools. Once the drop down menu is displayed, choose Folder Options. If the tools menu is hidden press alt on your keyboard to display it.
3. In Folder Options, click on the view tab.
4. In the middle of the window there will be a list. Under Hidden Files and Folders, check show hidden files and click ok.
5. On your C:/ drive browse to the users folder, and select the user account you are using.
6. Select App Data, then Local.
7. Scroll down to the Microsoft Folder and open.
8. Select your Outlook data file. It is usually named Outlook.pst. Right click the file and select copy.
9. Open the destination of your choice, such a flash drive, or a different folder on your hard drive.
10. Right click and select paste.
11. You have successfully created a backup of your Outlook Data File

To manually back up your Outlook data file in Windows 2000/Win-

dows XP follow the directions listed below.

1. Open Computer and browse to your C:/ drive.
2. Click on tools once the drop down menu is displayed click Folder Options.
3. In Folder Options click on the view tab.
4. In the middle of the window there will be a list.
5. Under Hidden Files and Folders check show hidden files, click ok.
6. On your C:/ drive browse to Documents and Settings and select the user account that you use.
7. Select Local Settings then Application Data, and then scroll down to the Microsoft folder and open it.
8. Select your Outlook data file. It is usually named Outlook.pst. Right click the file and select copy.
9. Open the destination of your choice, such a flash drive, or a different folder on your hard drive. Then, right click and paste.

We recommend backing up your Outlook PST file at least once a week for normal users, and if you're an email power user, daily backups make sense.

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Put Your PDA To Use: Six Tech Tools For A Healthier You

Forget going to the weight room or penciling calories into a food journal.

Tons of new technologies have been designed to help you get fit fast and conveniently. Check out these tech-savvy tools to aid in physical fitness.

Wi-Fi Scale

The advanced Withings scale, which measures weight and body fat, automatically sends your daily statistics to your phone or computer. You can then monitor your weight over time, catch patterns and set goals. The scale allows multiple users, so the whole family can lose weight together.

It might look like a run-of-the-mill bathroom scale, but the Withings scale is WiFi-enabled to track your weight directly on your computer.

Tweet What You Eat

While there are many food journal sites out there, Tweet What You Eat should particularly please the health-minded nerd in all of us.

The system syncs with your Twitter account so that you can send it

messages throughout the day about your eating habits.

It also lets you log your weight and tallies daily caloric totals. SMS-enabled Twitter lets you record your weight via text message, so you can keep up with your journal from anywhere - at a restaurant, on the street or in your kitchen.

While your food log can be kept private, many users find the public atmosphere of Twitter particularly motivating.

Body Bugg

Finally - a device that calculates exactly how many calories you burn in a day. Worn on an arm band 24/7, it provides accurate and detailed information about caloric expenditure and heart rate.

While it will track calories burned during exercise, the device is especially useful for learning how much daily activities - like house cleaning or playing with your kids - actually burn calories.

Any dieter knows that weight loss is a matter of calories in and calories out. The Body Bugg has

calories out covered.

Wii Fit

While you might not have played a video game since you were a kid, Wii Fit is designed for users of all ages and health levels. The console guides you through all fitness needs, from cardio to strength training to yoga.

It even lets you chart your progress by calculating activity levels and body mass index. Cheaper than a gym subscription and certainly more fun, a Wii Fit in your living room leaves no excuse not to exercise.

Mobile Apps

There are hundreds of apps out there to help you reach your fitness goals.

Some of our favorites include Lose It!, which helps you track your daily calories and exercise; Fitness, a comprehensive database of exercise tips and videos; and iTreadmill, which turns your iPhone into a pedometer. Since you already carry mobile devices everywhere, apps might be the most convenient way to get healthy.

Tech Experts Launches New Website, Support Portal

We're excited to announce our new website, which has been under development for several months. The new site is much more intuitive and easier to navigate.

Links to our most-used features - connecting to Remote Support and our Tech Experts Support Portal - are now at the top of the page. You'll also find links to our social media sites such as FaceBook, LinkedIn and Twitter.

We're in the process of consolidating all of our technical support resources, such as email setup guides, web hosting control panel instructions, and support ticket creation and review functions into one easy to use support portal: <http://www.MyTechExperts.com>.



Your feedback is very important to us! If you have the opportunity to review the site, please let us know your thoughts by sending an email to info@MyTechExperts.com.