

Social media disasters, missteps and oops moments happen all the time. Here are some common truths we've observed about marketing on the conversational web.

"You are over-optimistic about what I think of you."

Be wary of creating openings that make it easy for opportunists or detractors to hijack or mock your brand.



"You better really care about the causes you 'care' about."



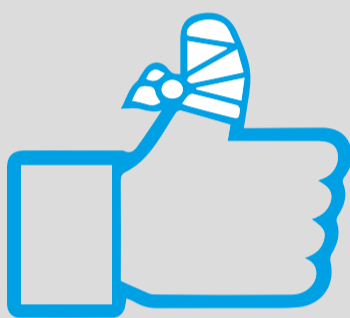
Consumers will be quick to point out tie-ins to causes that are opportunistic and not genuine to your brand's DNA.

"In times of mourning or crisis, be a human not a marketer."

Stop marketing when the world's attention is focused on a tragedy. Don't reference it even if your intentions are good. It will not be taken as such.



"I understand you'll make mistakes; if you do something wrong, admit it and fix it."



The Internet can forgive you if you mess up, as long as you own up. If you make excuses or try to hide it, you will be attacked.

"I will likely uncover anything you haven't yet disclosed, so be prepared to own it, address it, and/or fix it."

All it takes is one person to expose and propagate information to the world. Transparency is your best friend.



"I decide what's credible for me."



It doesn't matter what experts say. Consumers believe their friends and trusted influencers. Even if they have their facts wrong.

"My instinct is to protect the most vulnerable around me — especially children — and I will use everything in my power to do so."

Consumers can overlook some things, but won't ignore anything that affects children or other vulnerable populations. The "superhero effect" is strong with the Internet.



"All it takes are the actions of one person associated with you to change my perception of your entire brand."



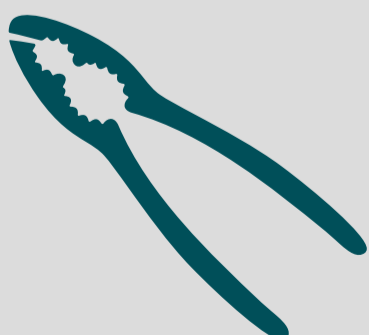
If someone associated with you does something stupid, people will associate that with your brand. From your chairman to an hourly employee, no one is immune.

"If you put any interest above mine, BEWARE!"

If your product or service affects ME negatively, I will kick up a major stink - rationale, justifications or benefits be damned.



"Cross me — any which way — and I will find a way to get you back 10 times over."



Vengeance makes the Internet go 'round. Anger a consumer, and he or she may devote the rest of their days to making your life hell.

Let Ketchum Digital work with you to ensure that the online conversations you have are the ones you want.

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break through