

## ACN'S ONLINE REPUTATION

# You Can Make a Difference



### What is online reputation management?

A simple Google search will show that every company, in every industry, in every country, city or state, has something negative written about them online. It's simple for one customer who didn't have a great experience to go online and post a review. It's much less likely that someone who did have a great experience would go online and post a positive review. In fact, in the direct selling industry, there are several people who have made a career out of publishing negative reviews and content about direct selling companies, including ACN. And while we all know you can't believe everything you read online, that doesn't mean we can't make a difference in what people see when they are searching for information on ACN. That's what Online Reputation Management is all about – driving online traffic to positive, truthful content that pushes the good up in search engines, while burying the negative or untruthful content. Simply put, when someone searches for "ACN" online, we want the positive content to be the very first thing they see. There are thousands of searches taking place each month from people researching ACN and related terms. Whether they are potential customers, IBOs or others, their search results may be what forms their initial perceptions of ACN.

### What can you do to help?

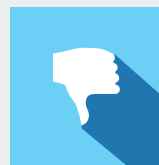
#### Do's



- Be active on ACN's social channels. Like, comment on and share ACN's content.
- Use ACN hashtags when talking about ACN on your personal channels (#ACN, #ACNReviews, etc.)

- Write your own blog/website explaining your opinions and experiences with ACN. Some possible blog topics would include:
  - Why you got started in ACN, and how ACN is helping you accomplish that "Why"
  - Your top lessons learned as an IBO
  - How you stay motivated
  - How to deal with negativity
  - How to grow your team
  - Tips for customer acquisition
- There are tons of good ideas for blogs, so just get creative.
- In the content of your blog, be sure to link to ACN's websites that offer support to your position:
  - Facebook                      - ACN Wikipedia Page
  - YouTube                         - ACN Crunchbase Profile
- Comment on ACN branded content and blogs.
- Leave positive reviews about your experiences on ACN approved review sites, and encourage your customers to do the same.
  - Whirlpool                       - ACN Better Business Bureau Page
  - ACN Yelp Profile              - productreview.com.au
  - glassdoor.com.au

#### Dont's



- Comment on negative content such as a review or blog. The search engines see the comments as a signal to make that blog or review more relevant, so they rank it higher. We know it's tempting to tell your side of the story, but this will only drive the content up in search engines.
- Do not SHARE negative ACN content on social media.
- Do not link to the negative items as this only gives them authority and ranks them higher in google search results.
- Do not click on negative search results.

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## Facebook Sharing

**The average Facebook user in 2016 has 338 friends.**

An average Facebook post reaches **15.58%** of that audience. That reach can grow substantially if users share daily.

Share ACN content or your own positive content about ACN (using ACN hashtags) in relevant groups to gain a greater audience.

## Why use hashtags?

Simply put, hashtags make online searches easier and faster since topics are arranged according to category. A prospect could go onto their social media platform and search for #ACN. They would then see everyone who has been talking about ACN.

Use the hashtags #ACNPacific and #ACN



## Youtube Best Practice

- Thoughtfully choose a video title - YouTube uses your title to determine relevance to its users.
  - Title should be at least 5 words long
  - Use keywords where appropriate (ACN, ACN Review, etc.)
- Descriptions should be long and contain a link to ACN approved properties and social channels.
  - Put your link at the very top of the video (this maximises traffic to your site)
  - Include your keyword in the first 25 words
  - Make the description at least 250 words
  - Include your keyword 3-4 times throughout
- Use tags (@ACN, @ACNReviews, etc.) This helps YouTube and search engines understand what your video is about.
- YouTube is a powerful tool for Reputation Management so when possible, embed ACN's YouTube video content into your websites, etc. This drives people to ACN's channel, which drives us up in the search engines.

