How can I protect my online profile and business reputation?

1 Trademark your business branding (words/designs/ expressions etc)

If someone is using your branding fraudulently, online platforms are accountable for responding to trademarked details of your business.

2 Take ownership of your Google My Business page

Ensuring the proper controls are in place for any part of your online presence is one of the most important steps you can take.

3 Set up your platform security settings

It is important to setup the correct security settings for your business. For example, only grant access to your social media accounts to essential personnel and regularly review and update these permissions as roles change and employees move on.

4 Turn off comments

If your business or organisation does not need audience engagement on a specific post, you don't necessarily need to leave comments on. Leaving them on may introduce unnecessary malice and distract from the messaging you are trying to convey.

5 Only use platforms that are right for your business

Be careful not to set up an account just because they are new and you feel like you ought to have a presence there. Your business will have a particular audience and that audience may only be suited to one or two platforms.

6 Don't go after the protagonist that is trying to harm your business

All platforms and online entities have rules, standards and regulations in place. If the content falls foul of these, then the platform almost always removes the content or suspends the account of the protagonist.

7 Ensure that the correct editorial layers are in place within your social media platforms

It's recommended that there's always a second person that reads and approves anything that is going to be publicly published on your platforms and meets regulatory standards.

8 Agree upon a voice and a tone for your business

Whichever approach you choose, it should be consistently represented by whoever publishes on your platforms. Knowing the language and tone you want to use is very important and just as important is when or when not to use it.

9 Educate employees on social engineering tactics

Being able to recognise a third party trying to induce or deceive you or your employees can mitigate a large loss to your business if identified at an early stage.

You can find out more about RiskEye by visiting the Specialist Partners page on Aviva's Risk Management Solutions website.

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