



# Welcome

## Managing Your Online Reputation



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Questions? Chat with us on twitter!  
@therentersvoice #rentersvoice

# TOPICS

You can't *opt-out*

The best *methods*

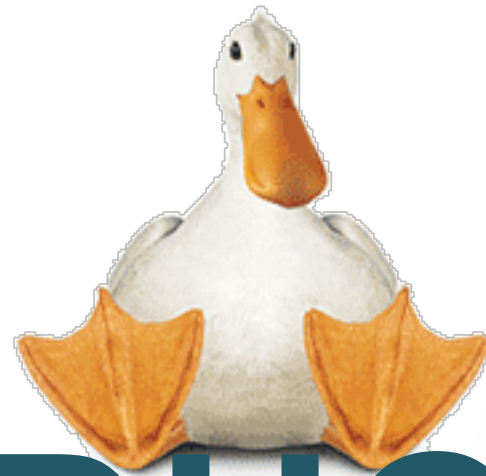
It's *more* than your community

Rethink *social*

**75%** OF INTERNET USERS  
SEE **ONLINE SEARCH**  
AS THE MOST **TRUSTED**  
SOURCE OF INFORMATION ABOUT  
PEOPLE AND **COMPANIES.**

Thought #1  
You can't opt-out

Don't be a  
**SITTING**



**DUCK**

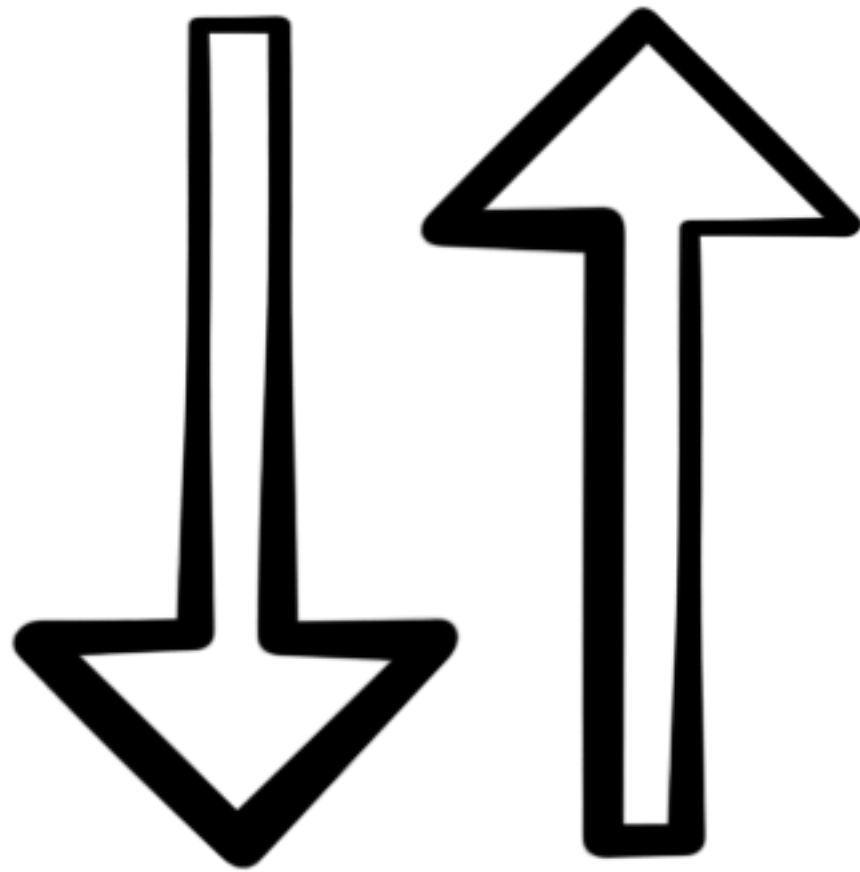
*Do I need to invest in reputation management?*

**YES!**

No one can **DAMAGE YOU**  
as seriously as you can  
**DAMANGE YOURSELF.**



Thought #2  
The best methods





Create a presence on ALL  
relevant websites

# WIP #2

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Don't neglect social media

# WWIP #3

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Blogging is your secret weapon!

# PIP #4

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Listen and problem solve

# WIP #5

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Keep your cool and take it offline

MAKE THE  
**INVESTMENT**







Thought #3

It's more than your community



70% OF RECRUITERS AND HIRING  
MANAGERS HAVE REJECTED  
CANDIDATES BASED ON  
INFORMATION FOUND ONLINE.



Thought #4  
Rethink social



**HARNESS THE**

**POWER**





“Please share your experience!”



# TAKEAWAYS

You can't *opt-out*

The best *methods*

It's *more* than your community

Is it time to rethink *social*



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# **SERVICES OFFERED** BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
  - Resident Surveys
  - Apartment Mystery Shopping
  - Reputation Management Strategy
  - Training & Coaching
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Thank you! Want to learn more?

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Register at [epmsonline.com](http://epmsonline.com)

# Upcoming Webinar



Turning around a negative  
experience

*Thursday, July 9*

*1:00 PM – 1:30 PM CDT*

Register at [epmsonline.com](http://epmsonline.com)