



**ICMA**

# **TAKE CONTROL OF YOUR ONLINE REPUTATION WITH REPUTATION MANAGEMENT SERVICES**

**A NEW ICMA MEMBER BENEFIT FOR  
MEMBERS IN TRANSITION**

Preferred Provider



**TRIPEPI SMITH**  
marketing • technology • public affairs

**ICMA** | membership

## IF YOU SEARCH FOR YOUR OWN NAME RIGHT NOW, WHAT SHOWS UP ON THE FIRST PAGE OF THE SEARCH RESULTS?

Whether you like it or not, these first few search results are, effectively, your online reputation. These are the first bits of information a City/County will find when they do a background check on you as part of the hiring process. Or what reporters and community members will find when they want to learn more about their City/County leader.

Online reputation management is the process of preventing and repairing threats to your online reputation, but it also involves building a strong positive presence. It is done by tracking what is written about you using techniques to address or moderate that information.

## WHY IS THIS SO IMPORTANT?

Your success and the success of your local government depends on many factors. One of these factors is reputation. Remember that your greatest asset is your professional reputation. A negative online reputation can cause significant damage to any person or organization.

The City/County Manager community is all-too-aware of the damage that can be done nowadays to a professional reputation, thanks to the speed and power of the Internet. Without a strong online presence, one small misstep could lead to search results for your name full of content that is out of your control.

*“ Social media enables us to engage efficiently with our communities, but these platforms also make it easy to become the target of unfounded complaints or even smear campaigns that can badly damage an organization’s or your hard-earned reputation. If it happens to you, how you respond matters. ”*


## HOW ICMA CAN HELP

The best defense is a strong offense when it comes to your online reputation, which is why ICMA has partnered with Tripepi Smith to offer a subsidized Online Professional Management service for Members in Transition. That way, when someone searches for your name, your voice is heard.

ICMA has resources online for anyone interested in managing their reputation. ICMA subsidizes the Reputation Management program for ICMA Members in Transition, through our preferred partner Tripepi Smith. ICMA Members, not in transition, interested in this service, are not eligible for the subsidy, but may contact [membership@icma.org](mailto:membership@icma.org) for more information.


# ICMA REPUTATION MANAGEMENT SERVICES FOR MEMBERS IN TRANSITION

This new member benefit, exclusively subsidized for ICMA Members in Transition, provides three different options to enhance your online footprint and bolster your professional appearance.




## BLUEPRINTS

The **BLUEPRINTS** service is for those who either do not currently have or do not actively use a LinkedIn Profile, Twitter Account and/or Facebook Profile.



## BREAKGROUND

The **BREAKGROUND** service is intended for intermediate social media users who are in search of a professional audit. The audit will provide you with an overview of your profiles; while ensuring that best practices are being adhered to. In addition, Tripepi Smith will conduct an interview with you in order to aid in the creation of positive content. This content will be published on two well respected local government websites: [PublicCEO.com](http://PublicCEO.com) and [CivicBusinessJournal.com](http://CivicBusinessJournal.com)



## REMODEL

The **REMODEL** service is for those who are serious about protecting, or repairing, their online reputation. In addition to the Break Ground and Remodel Packages, Tripepi Smith will create a personalized website/blog for you. The team will work with you in gathering content that showcases your professional achievements. Finally, the website will be optimized for major search engine algorithms. This will ensure that your name will show up in the results of any searches placed on the most used sites.

## SERVICES OFFERED FOR MEMBERS IN TRANSITION

LinkedIn Profile Build Out	✓		✓
Twitter Profile Build Out	✓		✓
Facebook Profile Build Out	✓		✓
LinkedIn Profile Update and Privacy Settings Review		✓	✓
Facebook Profile Update and Privacy Settings Review		✓	✓
Twitter Profile Update		✓	✓
CivicBusinessJournal.com Interview Article		✓	✓
PublicCEO.com Advertorial Placement		✓	✓
Personal Website/Blog Setup and Content Insertion with SEO Basics			✓

## PRICE

ICMA Members in Transition*	\$425	\$550	\$2150**
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\* Price reflects ICMA Subsidy \$425, \$550, \$600 respectively.

\*\* \$2150 does not include \$330 annual hosting fee, \$150 SSL fee and \$30 domain purchase name fee.

For more information, Members in Transition should contact ICMA Member Services, [membership@icma.org](mailto:membership@icma.org)

## ABOUT TRIPEPI SMITH

Tripepi Smith is a marketing, technology and public affairs firm located in Orange County, CA. Its clients include for-profit, nonprofit and public agencies throughout the state of California. Its unique mix of marketing and technology prowess provide a competitive advantage for organizations seeking to leverage the Internet to achieve their communication goals. The firm also provides full content creation services, including: ghost writing, collateral development, photography, video production, search engine marketing, search engine optimization, email marketing campaigns and website design and execution.



# REPUTATION RESOURCES FROM ICMA

Open up any Smart Phone camera to take a picture of the QR Code to download these resources.



## Blog Post

Five Actions That Can Haunt Your Reputation



## PM Article

How To Protect Your Reputation



## Ethics Article

ETHICS: Charting an Ethical Career Course



## PM Article

How You Text and Send Emails Can Make a Difference



## Article

Did Your Credibility Crumble Last Year?



## Career Compass

No. 52: Recasting My Rep



## Blog Post

How to Prepare for and Recover from Community Crisis Like a Pro



## Blog Post

Beware the Ides of Social Media



## Article

Does the Virtual You Byte?



## Article

Maintaining Credibility During a Crisis: Challenges for the Manager



## Report

Building Trust



## Article

How Ego-Driven Deeds Are Destroying Your Organization?

Available online at [icma.org/MIT](http://icma.org/MIT)