



# REPUTATION MANAGEMENT

BUILDING AND PROTECTING YOUR BRAND IMAGE. EFFECTIVE  
COMMUNICATION TO STRENGTHEN REPUTATION AND TRUST.

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# WHO AM I



1

COMMUNICATIONS  
SPECIALIST

4

WORKED WITH  
CLUBS LIKE HC

2

20 YEARS  
EXPERIENCE

5

STORYTELLER

3

AWARD WINNING  
COMMUNICATOR

6

CRISIS  
COMMUNICATOR




# WORK WITH THE HORNBY CLUB...

Over the past five years I have assisted the Hornby Club with their communications and marketing.

Key elements included:

- Communicating the redevelopment. Ensuring the members were well informed during the process
- Marketing the new club to future members
- Handling media enquiries - both reactive and proactive
- Ongoing communications for members through newsletters, social media, posters, billboards, booklets, video and more.





# WHAT IS PUBLIC RELATIONS OR PR?

1

COMMUNICATIONS  
THROUGH MULTIPLE  
PLATFORMS TO  
ENGAGE

2

REPUTATION  
MANAGEMENT

3

MEDIA RELATIONS -  
REACTIVE AND  
PROACTIVE

4

STORYTELLING  
AND  
ENGAGEMENT

5

CONSULTATION

6

BUILDING TRUST  
AND  
RELATIONSHIPS



# KEY ELEMENTS OF A SUCCESSFUL PR STRATEGY

A successful PR strategy encompasses several key elements that work together to ensure consistent and positive brand messaging:

- A CLEAR TARGET AUDIENCE
- CLEAR BRAND MESSAGING AND KEY MESSAGING
- MEDIA RELATIONS - PROACTIVE AND REACTIVE
- CRISIS MANAGEMENT - CAREFULLY CONSIDERED
- CONSISTENCY ACROSS CHANNELS





# HOW DO YOU IDENTIFY YOUR AUDIENCE?



Demographic : age, gender, income, career.

Psychographic: personality, hobbies, opinions, values, lifestyle.

Geographic: Where they live, Culture, language, location

Behavioural: spending habits, loyalty to brand, interactions with your brand.



# WHAT'S A KEY MESSAGE?

An elevator pitch. A short sentence summarising the key details.

Here's mine:

I am a communications professional specialising in marcomms for the design community. I help businesses grow engagement and improve reputaiton.





# WHAT'S PROACTIVE AND REACTIVE MEDIA?

Proactive : Are you telling stories to media? are you thinking about how something could be news worthy?

Reactive : What will you do in times of crisis? Are you thinking about your response when something ends up in front of the media?

# CONSISTENCY MATTERS!

Are you being consistent across all channels and platforms?

From posters, to social media, to communications from your staff. Are you being consistent across your messaging, design. Does it represent your brand and who you are?



# BUILDING BRAND TRUST THROUGH PR



Trust is one of the most valuable assets a brand can have. Building trust through PR requires transparency, authenticity, and consistent communications. One of the most valuable assets a brand can possess is trust.

So how do we do this?

## ➤ AUTHENTIC STORYTELLING

Share real, meaningful stories that align with your brand values and connect with your audience emotionally.

## ➤ TRANSPARENT COMMUNICATION

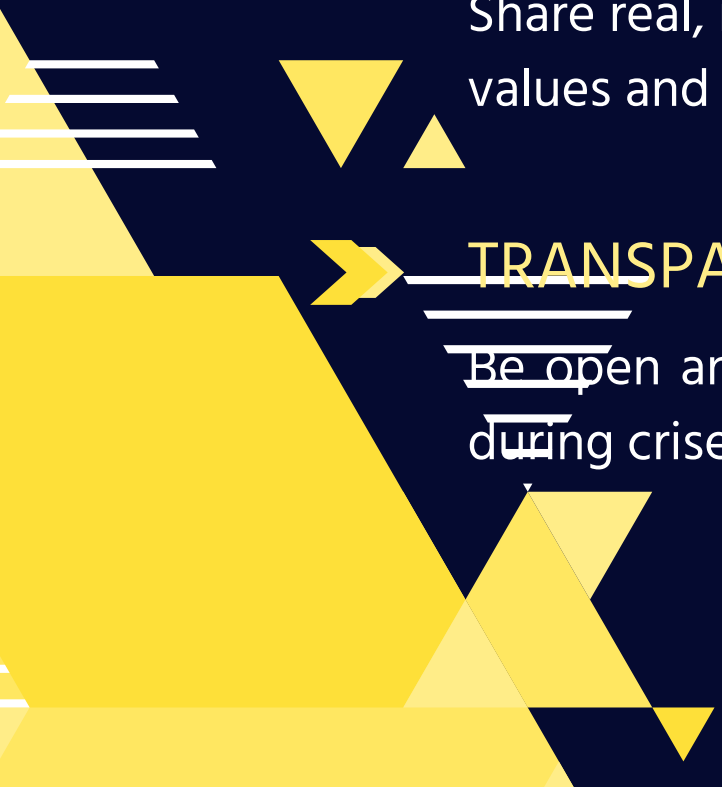
Be open and honest in your communication, especially during crises or difficult times.

## ➤ ENGAGEMENT WITH STAKEHOLDERS

Actively engage with members, employees, and industry to build relationships and foster loyalty.

## ➤ CORPORATE SOCIAL RESPONSIBILITY (CSR)

Highlight your brand's commitment to your community to enhance trust and positive public perception.



# PROTECTING YOUR BRAND

You can spend a lot of money building a brand but it can all come undone if not protected. Ways to protect your brand include...

## ➤ MONITOR CONVERSATIONS

Monitor online comments about your brand. This includes Google Reviews, Social Media, Tripadvisor and Reddit.

## ➤ RESPOND TO COMMENTS

Don't let comments lie. Respond to positive and negative comments. Help to change the tone of the conversation.

## ➤ CREATE YOUR OWN NARRATIVE

Don't leave it up to others to tell your story. Share regularly across multiple channels about who you are as a business and what your offer.

## ➤ CONSISTENCY IS KEY

Develop brand guidelines and stick to them. Carefully guard your communications with strong key messaging and consistent and regular communications. Create quality communications and marketing.



# WHAT IS A CRISIS?

A crisis doesn't have to be a huge event. It is anytime your reputation is at risk.

A crisis can include your brand being rubbished online over a service issue, a staff injury or death, an outbreak of a illness due to staff handling or a sexual assault or harassment claim from a staff member.

Let's take a look at a few crisis in the hospitality industry of late...



# Queenstown burger joint Fergburger launches investigation after new 'horror' customer experience



By Katie Oliver

Multimedia Journalist, Christchurch · NZ Herald · 4 Mar, 2025 05:33 PM ⌚ 3 mins to read



Save



Share



Iconic [Queenstown](#) burger joint [Fergburger](#) launched its second internal investigation in a month after allegations of another “horror” customer experience.

A customer took to Facebook to describe “another Fergburger horror movie”, claiming she left the establishment last Friday feeling “abused” after staff members allegedly made sexual remarks and neglected her order.

[Fergburger](#) general manager Claire Burke said they’re aware of the allegations and have contacted the customer directly.

“The complaint raises serious allegations surrounding their experience at our restaurant when ordering a steak in the early hours of Saturday morning.”

The current priority is to understand the circumstances surrounding the complaint, Burke said.

“To ensure compliance with legal obligations, under the Employment Relations Act 2000, we are currently investigating this allegation.”

Burke said the customer has been invited to meet in person to discuss their experience and concerns, but the offer has not been taken up.

“I had hoped that a meeting would provide a valuable opportunity to clarify some details and if a misunderstanding in communication between both parties may have occurred,” she said.

“Fergburger deeply values the loyalty of all our customers, and we will resolve this matter. Our commitment remains to providing the highest standard of service and ensuring that every guest has a positive experience at our restaurant.”

It comes just weeks after another staff member was dismissed for racially targeting a customer.



# Ambulance called on suspected food poisoning victims, voucher offered as compensation



Rachel Moore and Poppy Clark

February 03, 2025 • 07:43pm

Share



Food safety investigation into restaurant in Ponsonby

A couple became so sick after eating at an Auckland restaurant they had to call an ambulance.

Adam Ang, his wife and their newborn had gone out to Ponsonby's Taiko restaurant with friends last Sunday.

The next day the couple started vomiting and suffering from diarrhoea.

"We had to vomit many many times and had diarrhoea about 20 times.

"By midnight, because we had vomited everything, we were feeling dizzy and faint. I had to call the ambulance because no one could look after our baby."

He said he attempted to contact the restaurant for an explanation multiple times but had received no response.

"I was in total shock about the way they handled it. As customers we felt very angry and very concerned for others," he said.

The man said he'd lodged a complaint with the Ministry of Primary Industries (MPI).

When the *Herald* called the eatery's spokesman on Tuesday about the demoted food safety rating, he declined further comment.

Asked if the restaurant would apologise to affected customers, he said; "If we are not in the wrong, why should we apologise? ... We did not create the virus."





# PROTECTING YOUR BRAND'S IMAGE

Every brand will face a crisis at some point. How you handle it can make or break your brand's reputation. A well-prepared crisis communication plan is essential:

➤ PREPARATION IS KEY

➤ OWN THE SITUATION

➤ TIMELY RESPONSE

➤ FOLLOW-UP



Develop a crisis management plan before a crisis occurs, identifying potential risks and communication strategies. Act quickly to control the narrative and communicate with the public as soon as possible. Take responsibility when necessary, and avoid deflecting blame or downplaying the situation.



# SOMETHINGS COMING... SHE WILL BE RIGHT! RIGHT?

To avoid or mitigate a crisis, it's important when approaching any new project or a project you foresee as controversial, that you develop a brief plan on how you will combat/handle/spin negative press/complaints.

Include:

➤ LIKELY  
RESPONSES/CONCERNS OF  
MEMBERS/THE PUBLIC

➤ TACTICS TO COMBAT THIS

➤ RESPONSES TO  
CONCERNS/QUERIES

➤ SPOKESPEOPLE WHO CAN  
RESPOND/MANAGE

# WHAT DOES THIS LOOK LIKE?

Example: Closures to the club due to a major redevelopment.

Likely responses:

Members worried about where they will dine and see friends + what will happen to sections. They will also be concerned about the future of the club and build timelines.

Staff will be worried the future of their job/hours and how this will affect their workplace wellbeing and safety.

Neighbouring business/community worried about how this will impact their day to day. Will traffic increase and what about parking?

# WHAT DOES THIS LOOK LIKE CONT.

## Responses

Members: Our members are the life blood of this organisation and so your understanding and support of this development is of utmost importance to management. During the renovation, there will be a planned closure for approximately six weeks. this will be during our most quiet time when sections are on break. For those who are active during this time, we have arranged a space with xx Club to host events and meet ups. The reason for the redevelopment is to ensure the future viability of our club and to ring in an exciting new era for club life, we cant wait to showcase our incredible club to our loyal and new members. We are working towards a completion date of early 2026. We will keep you up to date throughout. For now, enjoy this video on the planned redevelopment and the future of the club.

Staff: Your safety and wellbeing is critical to the success of this redevelopment project. We cant wait to take you on this journey with us. The new club is going to be a fantastic environment to work in and its success is vital to our future. We are planning a six week closure to assist our construction team in safely demolishing the lounge room. There will be a all staff meeting on xx to go through all questions you might have and my door is always open.

Neighbouring business/community: While the redevelopment is underway there will be some minor interruptions to the day to day operations of our club. This will mean less carparks and an increase in traffic. We are working with traffic and project managers who assure us that delays will be well managed and minimal. If you are concerned please contact xxx



# WHAT DOES THIS LOOK LIKE CONT.

Spokesperson.

There are two spokespeople who can comment to media on this project. They are the General Manager and President. All media enquiries, questions and complaints are to be referred to them.

However, there are multiple people within the organisation who are likely to face questions or complaints. These include:

Receptionists

Wait staff

Bar staff

Social media team

It is important to brief them on the information they need to know and can share.

Provide them with the tools to handle basic questions.

Teach them what to do when pressured for information and where these customers should go.

Keep them up to date. During a crisis - your team are one of your most important audiences. Don't leave them in the dark.

# TACTICS TO USE WHEN IN A CRISIS

- BE TRANSPARENT AND HONEST
- RESPOND QUICKY AND CONSISELY
- UTILISE ALL COMMUNICATION PLATFORMS TO RELEASE INFORMATION.
- LISTEN TO CONCERNS AND QUERIES
- CONSIDER MEDIA RESPONSE - ONE SOURCE FOR MEDIA.



# WHAT DOES THIS LOOK LIKE CONT.

Tactics - addressing concerns/reputation

So in our scenario we are going to:

- Plan a media response if called and proactively go to media with updates on the project
- Develop a video on the project, timelines, milestones and the reason why. Publish on social media, the website and have around the club.
- Create a written resource, a booklet or one pager, on the development - include plans, stages, milestones, history and future
- Manage neighbouring businesses - share the booklet and for those who will be affected arrange a meeting to go through queries. Keep up to date throughout.
- Consider an external update on the project - signage with the vision or timings of the project for the local community
- Hold a meeting for members and community to attend detailing the timeline and proposed development
- Distribute communications to your database on the development throughout the project.
- Hold a staff meeting to answer all questions from staff.
- Introduce a weekly mailout to staff with updates on the build - only info that is public.
- Update social media regularly about the progress of the build, delays or changes to plans.
- Respond to reviews and questions on social media



# TACTICS TO CONSIDER

- Website
- Social media
- Media
- Billboards
- Newsletter
- Video
- Pull Up banner
- Events - small information evenings through to large speaking opportunities
- Consultation
- Advertising
- Posters
- Letters
- Phone calls
- Emails

# WHAT ABOUT WHEN IT'S UNPLANNED?

Sometimes things just happen. You can't be prepared for everything. But you can respond by putting your best foot forward to lessen the impact to your business.

Ways to reduce impact include...

1

HAVING A CLEAR  
SPOKESPERSON FOR ALL  
MEDIA ENQUIRIES

2

TAKING THE TIME TO  
CONSIDER YOUR  
POSITION - NO HASTY  
RESPONSE

3

MEDIA TRAINING FOR  
SPOKESPEOPLE

4

THINK ABOUT YOUR  
CUSTOMER

# WHAT TO DO WHEN THE MEDIA CALLS?

1) Don't answer anything right away. STOP and ask...

- What media outlet are you ringing from?
- What is your story angle?
- When is your deadline?
- What is your phone number.
- Do you have a list of questions you can send me?

I will call you back shortly.

Then....

Option one: Call a media/crisis specialist

Option two: Carefully craft some responses. Think of every question they might ask - think who, what, where, why and how?

Tips: Avoid 'No comment'. If you can't comment due to privacy of a staff member or an ongoing investigation - say so...

"This matter is currently under investigation. For the privacy of our employee we are unable to answer any questions at this point in time."



# WHAT TO DO WHEN THE MEDIA CALLS?

What if it's not under investigation or not a matter of privacy?

You must respond in a clear and concise way.

“The safety and satisfaction of our customers is critical to the success of our business. We are sorry to hear of the negative experience our customer had on Friday night. We pride ourselves on delivering quality, delicious and fresh food. As a result, we will be speaking directly to the customer involved in this matter and we will be working with our team to work out what went wrong and how this can be avoided in the future. We value our customers and will be working hard to improve our service.”

Don't be afraid to show compassion, say sorry, do better. It's ok. Arrogance and we didn't do anything wrong doesn't wash well with the media.

# EXTRA MEDIA TIPS...

- Pause before answering the question. Don't rush. consider your response wisely.
- You are never off the record. Stay vigilant.
- Do not fill the silence with mindless chatter or waffle. Wait for the next question.
- If talking on radio. Find a quiet spot without distraction. Use a landline if possible.
- Dress well if going on TV.
- Provide a headshot if interviewed. Ensure you are dressed well and tidy.
- If there is a potential crisis - ensure your management team understands who will be responding to questions.
- Remember - it's yesterdays fish n chip wrapper.

# CANCEL CULTURE

- BOYCOTTING A BUSINESS
- ACTIONS CONSIDERED MORALLY UNACCEPTABLE OR CONTROVERSIAL.
- PUBLIC DRESSING DOWN OF AN INDIVIDUAL
- RUINS CAREERS



**CANCELLED**



# CANCEL CULTURE DEFINED..


Cancel culture:

The attitudes within a community which call for or bring about the withdrawal of support from a public figure, such as cancellation of an acting role, a ban on playing an artist's music, removal from social media, etc., usually in response to an accusation of a socially unacceptable action or comment.

# WHAT CANCEL CULTURE LOOKS LIKE

## Jack Black axes tour over bandmate's Trump comment

18 July 2024

Share  Save

Bonnie McLaren  
Culture reporter



Jack Black has said he's cancelled the rest of the Tenacious D world tour after his bandmate Kyle Gass sparked an outcry with a comment about the assassination attempt on Donald Trump.

The comedy rock group were on stage in Sydney, Australia, on Sunday when Gass was asked to make a wish after being presented with a cake for his 64th birthday.

He appeared to reply: "Don't miss Trump next time."

In a statement on [Instagram](#), Black said he was "blindsided" by the comment.

"I would never condone hate speech or encourage political violence in any form," the comedian and actor wrote.

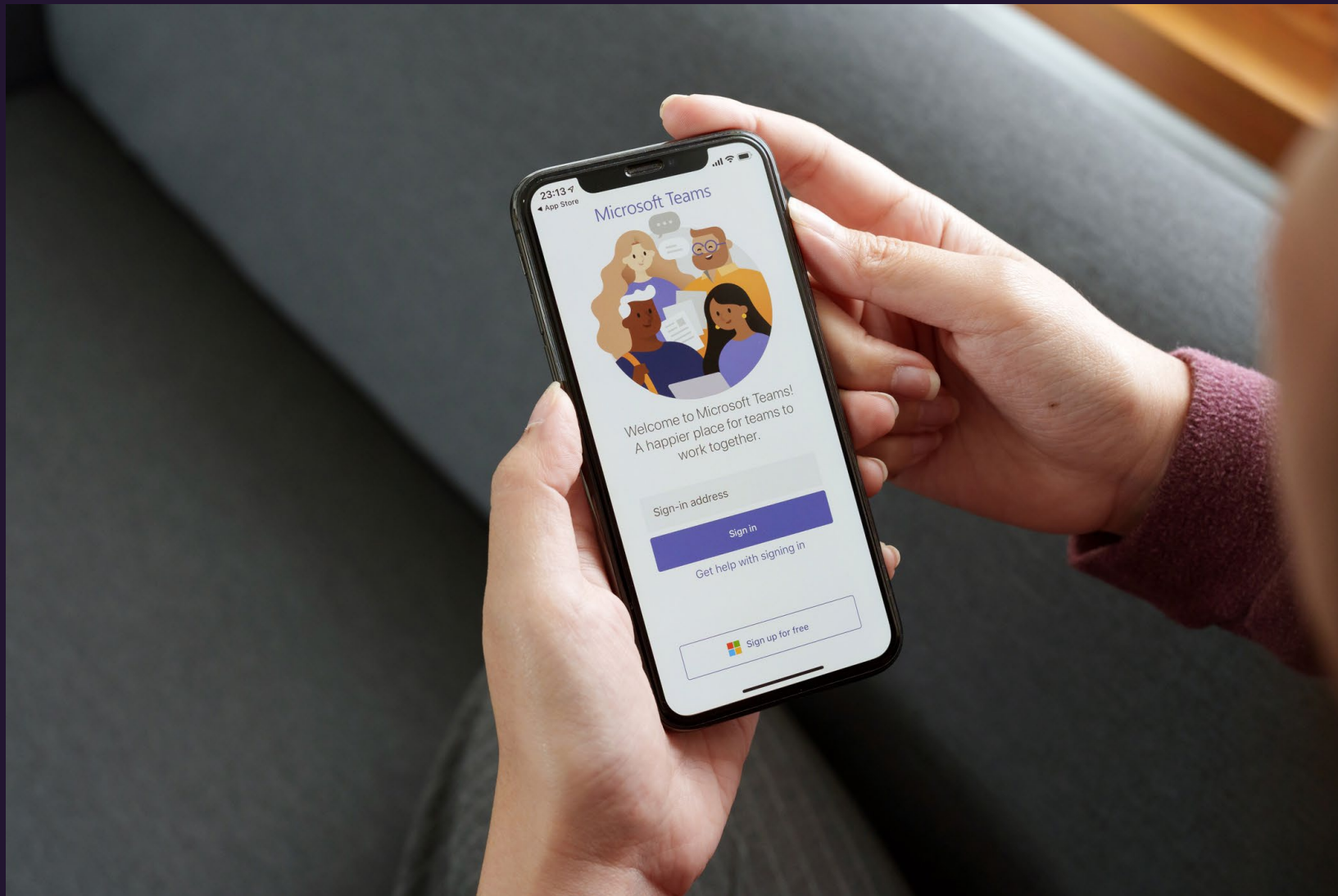
He said he didn't feel it was "appropriate to continue the Tenacious D tour", and that the rest of the group's "creative plans are on hold".

Black added that he is "grateful to the fans for their support and understanding".

The controversy had already led to Tuesday's gig in Newcastle, New South Wales, being postponed.

Gass apologised for the comment on [Instagram](#), saying it was a "severe lack of judgement".

# WHAT NOT TO DO



Cancel culture happens when you or your employee acts in a way that goes against morals and values of the masses.

Avoid: Racial slurs, discrimination of any sort or making extreme political stands. Don't host events or acts that might partake in these activities.

Your role is to provide a safe space for your members. An inclusive place.



# PUBLIC AND PRIVATE



On social media you can be held to account for the actions you make in private.

Consider before commenting or posting questionable or contentious content on your personal or club social media. IT IS NOT PRIVATE!

Even if done in your 'own time' it can still lead to cancel culture. It's not worth it.

# PUBLIC AND PRIVATE

## Brewery owner behind racist rant says sales have gone 'through the roof'

Sam Sherwood

May 17, 2021 • 11:45am

0 Comments Share



David Gaughan has resigned as owner and director of Eagle Brewing after a public backlash against an offensive online post about Māori.

JOHN KIRK-ANDERSON / STUFF

David Gaughan, the owner of Eagle Brewing and the Port & Eagle Brewpub in Kaiapoi, has been roundly criticised after he called Māori men “New Zealand’s biggest problem” in a Facebook rant.

Business partners deserted him in droves following the post.

He later apologised for his “completely unacceptable” comments and said he hoped his business would be given a second chance.

# THINK FIRST BEFORE POSITING

Your Club social media matters. You might have 500 followers but it is still a public sphere. You must consider the following before posting...

- The safety of your members. If children are in photos - do you have permission. Did you ask before taking photos of the members.
- Do the images or content shared represent the club in the best light? if in doubt, do not post.
- Consider who is running your social media. Are they trust worthy? do they understand your brand? do they have the ability to know what to do when things get heated?
- listen to audio on videos before posting. If you are worried about breaching privacy - mute the video.
- Does my post sell the Club? would a new member want to join?
- Am I creating community?
- Will I be able to respond to questions on this post?



# LONG TERM PR STRATEGIES



PR is not a one-time effort but an ongoing process of building and maintaining your brand's image. Long-term strategies are essential for sustained success: Consistent Messaging, Continuous Engagement, Evolve with Trends, Build Lasting Relationships.

# THANK YOU

Thank you for joining me today.

