



**FUTURE TALENT  
CONFERENCE**

Powered by HOME BUILDERS FEDERATION

**Rianna Fry**

Digital Communications Director

Home Builders Federation

# Reputation management

The role of communications and  
strength of social media

# What do we mean when we talk about reputation?

# Reputation is...

'The beliefs or opinions that are generally held about someone or something.'

*“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”*

Maya Angelou

**Reputation management is the process of influencing public perceptions and conversation.**

# Proactive and reactive.



**Activity**

**What things can impact  
reputation?**

# Influencing factors:

- Quality of a product or service
- Direct customer experience
- Media coverage
- Advocacy
- Spokespeople
- Awards
- Advertising and marketing
- Online reviews
- Word of mouth
- Scandal
- Misinformation
- Social media posts
- Employee experiences
- Financial performance
- Environmental impact
- Employee behaviour

# Trust.

Trust determines not only how we think and feel, but how we act and respond to situations.

This is where social media really comes into its own.

- **85%** of consumers trust online reviews as much as personal recommendations
- **78%** of consumers are influenced by social media posts when deciding whether to buy something
- **71%** of consumers who have had a positive experience with a brand on social media are likely to recommend it to their friends and family

**Social media makes it easier to  
build trust, credibility and  
loyalty...**

**... and lose it all in a matter of minutes.**



# Reputation management in action

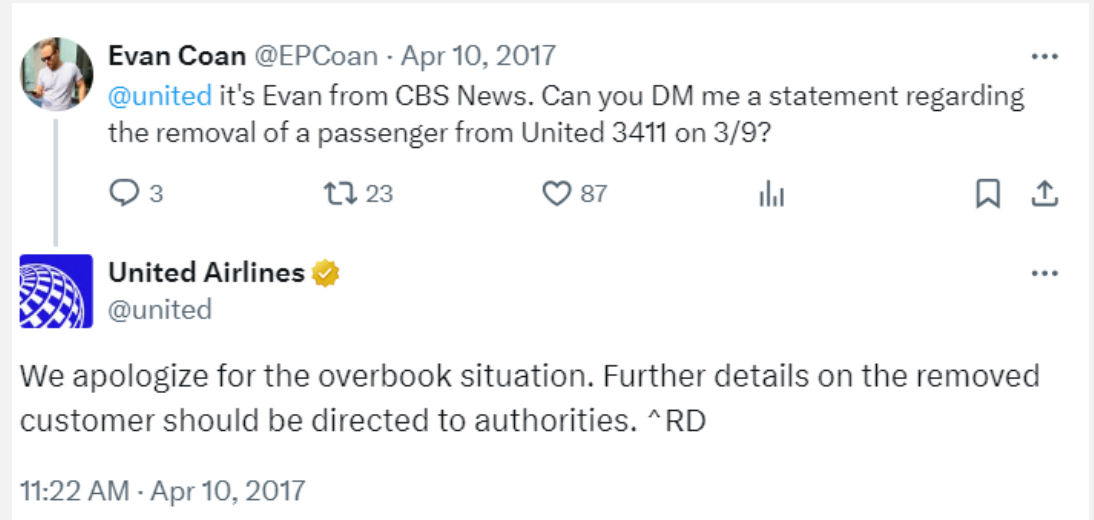
# United Airlines

- Passengers asked to volunteer to leave overbooked plane
- Algorithm selected 4 passengers for involuntary removal
- 3 cooperated, one didn't and was forcibly removed
- Video went viral on social media and led to wide spread media coverage



*This is an upsetting event to all of us here at United. I apologize for having to re-accommodate these customers. Our team is moving with a sense of urgency to work with the authorities and conduct our own detailed review of what happened. We are also reaching out to this passenger to talk directly to him and further address and resolve this situation.*

**- Oscar Munoz, CEO, United Airlines**



- Plane delayed by 2 hours
- Loss \$1 billion in value as stocks tumbled
- Passengers boycotted brand
- Millions of negative social media posts
- Legal case - \$30million settlement

# #KFCcrisis

- Supply chain issue with new delivery partner led to stock shortage
- 750 restaurants closed
- More than 300 media enquiries in a week
- More than 1k pieces of global news coverage
- More than 53k tweets in one day alone





KFC UK & Ireland

@KFC\_UKI

Follow

The Colonel has an update... 🐔 🚦 🛣️

More info - [kfc.co.uk/crossed-the-ro...](http://kfc.co.uk/crossed-the-ro...)

**SOME CHICKENS HAVE NOW  
CROSSED THE ROAD, THE REST  
ARE WAITING AT THE PELICAN  
CROSSING...**

BUT THE GOOD NEWS IS WE'VE NOW SET UP A PAGE ON OUR  
WEBSITE - [WWW.KFC.CO.UK/CROSSED-THE-ROAD](http://WWW.KFC.CO.UK/CROSSED-THE-ROAD) - SO YOU  
CAN CHECK WHERE YOUR NEAREST OPEN RESTAURANT IS.

WE'RE UPDATING THIS AS REGULARLY AS WE CAN, AND OUR  
TEAMS ARE WORKING ROUND THE CLUCK TO GET THE REST  
BACK UP AND RUNNING AS SOON AS POSSIBLE.

5:12 am - 19 Feb 2018

14 **Exam** Friday, February 23, 2018

10M



**WE'RE SORRY**

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit [kfc.co.uk/crossed-the-road](http://kfc.co.uk/crossed-the-road) for details about your local restaurant.

“A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out their way to find we were closed. And endless thanks to our team members and franchise partners for working tirelessly to improve the situation. It's been a hell of a week but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.”

- More than 700 press articles and tv discussions on the back of the one ad
- Potential reach of almost 800 million people and more than 200 million social media users.
- The positive attention the brand received increased by 22%
- KFC hasn't suffered any lasting brand damage. In fact, it helped to increase the visibility of the brand.



**What can we take away from these examples?**

# A human approach to reputation management

- Be authentic
- Show empathy
- Be consistent
- Take accountability

# The reputation of the home building industry

**Do you think the industry has  
a positive or negative  
reputation?**

## Activity

# Explore perceptions of the home building industry

- Consider the impact / consequence
- Who it impacts
- What action could be taken to shift perception and improve reputation – small or big, no idea is wrong

**Reputation is emotive...**

It is based on how people think and feel.

This means its fluid and can change quickly or over time.

**Be more human.**



**Thank you**

Rianna Fry

Home Builders Federation

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