

How to Save Your Online Reputation

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By identifying the most likely places online for your name to come up. Google dominates the search engine market, and it's also where the media looks first.

Identify blogs and forums within your professional circle, as well as popular social networking sites that you, colleagues, or competitors use. Then there are networking sites: LinkedIn and Facebook both host ITLMA Groups which are free to join - [JOIN HERE](#)

Social sites such as Twitter (Follow ITLMA on Twitter) are increasingly important because of their viral potential. Twitter "makes it easy for people to quickly express their inner monologue. And it is very easy for others to spread it around," says Andy Beal, co-author of Radically Transparent: Monitoring and Managing Reputations Online.

Ensure the biography on your corporate Web site is accurate.

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