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Social Networks, and web reputation

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08.01 .:. UniBg 44111 .:. IT for Tourism Managers
Thursday, December 15, 2011



Social Networks, and web reputation

What are we talking about?

1. What reputation is about?
2. Web reputation
3. Beyond your control!
4. Tools and keywords
5. Professional tools



These notes are very much indebted with professor Luisa Mich, from the University of Trento, and her conference organized by CeSTIT at the University of Bergamo on December 12, 2011.



Social Networks, and web reputation

What reputation is about?

1. **Reputation** is how something (or someone, or a website, or a destination...) is **perceived**.

For instance, Blackberry was the leading mobile phone system before the iPhone was introduced.

The iPhone made the Blackberry to be perceived as something stiff, and too business-related (a tool for businessmen).

2. Reputation **changes in time**.
3. Reputation **implies a comparison**.



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Web reputation

Web reputation is the common word used to define how something (or someone, or a website, or a destination...) is currently perceived in the world of the **Social Networks**.

By the way, the concept of web reputation is different from the concept of **web presence**.

The web presence of, say, a destination includes

1. the **official website** run by the destination
2. the **accounts officially run** by the destination on **Facebook**, Twitter, YouTube, etc.
3. what **other people** write on the destination **on the Social Networks**.

Web reputation mostly – if not exclusively – deals with this third form of web presence.



Social Networks, and web reputation *Beyond your control!*

Obviously, Social Networks **are beyond your control**, as their web servers only belong to them.

1. You can control your website,
2. You can control your Facebook page,
3. You **CAN'T** control what other people write on Facebook about you.

To improve, or at least defend, your web reputation, **you must know what other people write about you** on the Social Networks.



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Professional tools

There are several **tools** (even *free* tools) to know what other people write about you on the Social Networks. It is particularly important to ask these tools the proper questions, basically choosing **which keywords** use to interrogate those tools.

There are, however, also **professional tools** (on payment) to know what other people write about you on the Social Networks. We mentioned one of them which was introduced at the Florence BTO (it is **TrustYou**).

The web reputation of an hotel, a restaurant or a **destination** is obviously **very important** to protect, or possibly improve.