

Protecting Your Business in the Wake of Bad "Press" and Negative Social Media

Speaking Engagement

Illinois Chamber of Commerce; Webcast

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Every business struggles with negative online reviews and commentary. The source is often unhappy clients and customers, or business competitors. Other times, a business faces internal threats from disgruntled employees. Dealing with these unique scenarios requires focusing on minimizing the effect of the publication and resisting the urge to respond in a way that compounds the damage to your business's reputation and management.

Join Heather Bailey and Danessa Watkins as they present the webcast, "Protecting Your Business in the Wake of Bad "Press" and Negative Social Media," hosted by the Illinois Chamber of Commerce.

Topics of discussion:

- The Difference Between Negative Opinions and Defamatory Content
- The Four Stages of a Business Reputation Crisis
- A Do's and Don'ts Checklist of Combatting Negative Publicity
- How to Properly Handle Employee Management From an HR Perspective
- Learn of the NLRB Considerations in These Circumstances

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