

A Guide to Being Media Savvy – Best Practices to Safeguard Your Public Image

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“One of the most valuable assets your business controls is its public image.” Ryan Jacobson recently published an article in *Better Business Magazine* where he details the do’s and don’ts on how to combat negative publicity. Ryan goes on to list what situations would require a rapid response and when it may be time to strategize.

The full article can be read here from the Summer 2020 issue of *Better Business Magazine*.

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