



Reputation Management:

Building Credibility with Key Stakeholders and
Elected Officials

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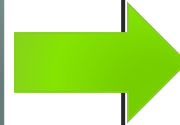
Branding for Government in 2016



- Reputation in the Digital Age
- Warp-speed branding
- What Government thinks matters

REPUTATION = CREDIBILITY = BRAND

Segmenting in the Digital Age



Media Reputation Management

Positioning

- How company adds value

Approach

- Assume government is watching

Relationships

- Opportunity for dialogue, connecting with government

Thought Leadership

- Forum for building credibility and reputation as expert

Third Party Advocacy

- Public interest can sway government opinion

Positioning: Building a Government Brand

1. How does your company add value?
 - Economic impact
 - Community partner
 - Technological advancements
2. How does your company advance government's agenda?
 - Services to citizens or government
 - Policy implications
3. Does your company participate in a way that creates consistent awareness of the B2G brand?



Approach: Communicating the Brand



- Regulators
- Legislators
- Executives
- Judiciary
- Consumers

All eyes see the brand, so a sustainable and credible brand should speak to us all.

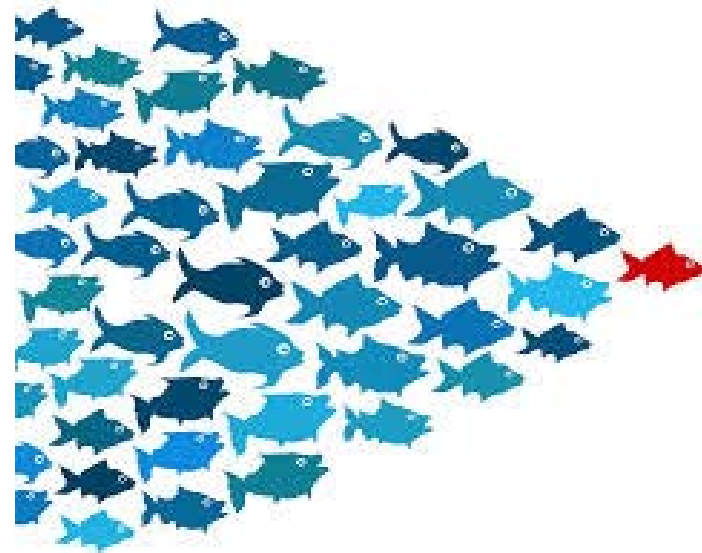
Relationships: Leveraging contacts

- Make friends before you need friends
- Use the opportunity for feedback
- Become a known quantity
- Shore up public interest over self-interest



Thought Leadership: Becoming the Go-To Expert

- Build credibility
- Shape policy
- Influence decision makers
- Business development



Third Party Advocacy: Strength in Numbers

- Public opinion matters
- Cement common ground through interest groups
- Influence through industry leadership
- Mobilize large groups for action



Managing the Brand: Sync the Team

- Sync the internal messages
- Align all desired outcomes with communication strategy
- Align PR and GR
- Build a core cross-functional contribution team



Managing the Brand: Facing Outward

- Have trained media champions within your organization
- Maintain a clear communication plan for crisis and non-crisis messaging
- Not an ad-hoc effort
- Go broad *and* be specific.



Takeaways

- Government (local, state & federal) is unavoidable
- Align all branding with government message
- Maintain traditional government facing media
- Understand and use the reach of new media
- Ensure cross-functional and consistent input into messaging, knowing it reaches B2B, B2C and B2G



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