



Online Reputation Management For the Art World

**Recover Reputation
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Definition

**What is Online
Reputation
Management?**

DEFINITION

Online Reputation Management for the art world handles an artist's, gallery's, museum's, or art institution's web presence in search results and other platforms.

This is crucial because the of it is highly visual and interconnected, where reputations can be significantly impacted.

IMPORTANCE

Mitigates Negative Links: Reputation management removes, if possible, or suppress damaging articles, posts or comments down.

Making them less prominent in Google search results means they will be seen by less people mitigating the impact.

IMPORTANCE

Protects and Enhances Reputation: Reputations can influence an artist's career trajectory, the success of gallery sales, the attendance at museum exhibitions, and the overall credibility of art institutions.

ORM helps protect and enhance this reputation online.

IMPORTANCE

Increases Visibility and Connections: ORM can increase an artist's or institution's visibility online, attracting more visitors, increasing engagement, and potentially boosting sales or donations.

Causes

How a Reputation Can Be Damaged



CAUSES FOR ARTISTS

- **Negative Criticism:** Influential criticism, especially if widespread or viral, affects artist's reputation and career
- **Controversial Behavior:** Personal conduct or controversial public statements that offend others can lead to backlash
- **Authenticity Disputes:** Being accused of copying another artist's work can impact credibility
- **Legal Issues:** Legal battles can lead to a loss of support

CAUSES FOR GALLERIES

- **Misrepresentation:** Selling forgeries or misattributing artworks can destroy credibility
- **Poor Treatment of Artists:** Exploitative practices or failing to pay fairly can lead to negative publicity and a loss of trust from artists and collectors
- **Lack of Professionalism:** Poor management and unprofessionalism causes damage
- **Art Crimes:** Involvement in theft, trafficking, or laundering money through art can lead to legal and reputational damage

CAUSES FOR MUSEUMS

- **Deaccessioning:** Selling from collections can lead to public outcry and questions about integrity
- **Cultural Insensitivity:** Exhibiting that disrespects or misrepresents cultural significance can lead to backlash
- **Failure to Authenticate:** Showing forgeries or failing to accurately authenticate items can question a museum's expertise and reliability
- **Poor Visitor Experience:** Negative visitor experiences can harm a museum's reputation

CAUSES FOR INSTITUTIONS

- **Ethical Failures:** Unethical practices, sponsorship from controversial sources, can lead loss of trust
- **Inadequate Representation:** Failing to include diverse perspectives or represent different cultures can lead to criticism
- **Poor Educational Outreach:** Ineffective or inaccessible educational programs can diminish an institution's standing in the community and among educational partners
- **Security Breaches:** Theft, damage, or loss can question an institution's ability to safeguard work

Goals



REPUTATION GOALS

- Suppress negative links in Google searches
- Create content and platforms
- Build defensive “reputation wall”

REPUTATION GOALS

The primary aim is to present the artist, gallery, or institution in a positive and genuine light in Google search results.

Multiple Very Damaging Negative Articles: The New York Times, The Wall Street Journal, etc.

Google search results page showing multiple negative articles. A red circle highlights the top four results:

- Injured** - New York Times
<https://www.nytimes.com/>
- No Tears as**
<https://www.nytimes.com/>
- New York's Worst**
<https://www.nytimes.com/>
- Veteran Leaving** - Gawker
<http://www.gawker.com/>

Below the highlighted results, there are sections for "Images for" and "Profiles | Facebook".

Suppression Off the First Page of Google: New Content, Social Media Platforms, etc.

Google search results page showing suppression of negative content. A blue circle highlights the top four results:

- President** - LinkedIn
<https://www.linkedin.com/>
- Wikipedia**
<https://en.wikipedia.org/wiki/>
- Names** - Adweek
<https://www.adweek.com/>
- President at**
<https://www.adweek.com/>

Below the highlighted results, there are sections for "Profiles | Facebook", "joins", "Bloomberg", and "Searches related to".

Solutions



REPUTATION SOLUTIONS

1. Analysis
2. Social Media and Other Platforms
3. Content Creation
4. Repeat

REPUTATION SOLUTIONS

1. Analysis:

Craft a customized strategy based on thorough research and analysis

REPUTATION SOLUTIONS

2. Social Media and Other Platforms:

Develop appropriate, sites centered around art, goals and background

REPUTATION SOLUTIONS

3. Content Creation:

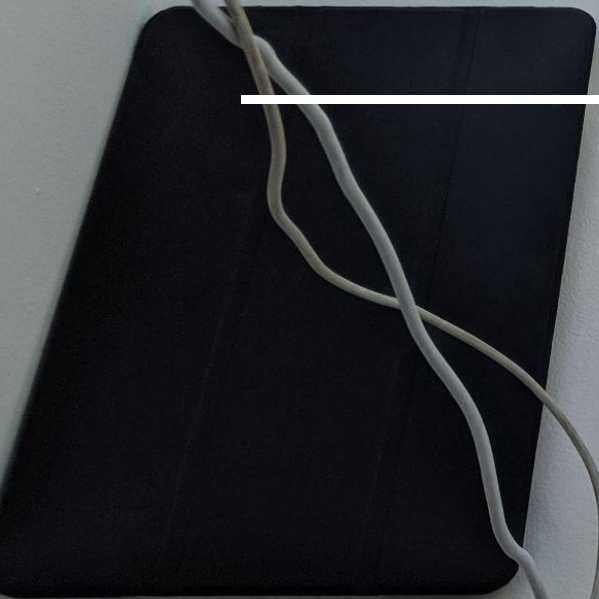
Create excellent blogs, articles, videos, photos, presentations and audio files, and share

REPUTATION SOLUTIONS

4. Repeat:

Constantly monitor, review, update and tweak--adding new content to the right places all the time

Actions



SOLUTION: 1. ANALYSIS

- Gather and review existing online content
- List all current sites
- Rewrite bio and background information
- Have electronic copies of any marketing content, such as presentations, images, etc.

SOLUTION: 1. ANALYSIS

SEO, Use Key Search Terms:

- Determine how artists, collectors, search
- Integrate into web page text
- Add “behind the scenes” metadata
- Add to other sites such as blogs, bios, etc.

SOLUTION: 2. PLATFORMS

- Update and optimise existing sites
- Select several additional key platforms
- Generate good information
- Always engage

SOLUTION: 2. PLATFORMS

Find art-specific sites:

- Join discussions
- Be active
- Add content, images

SOLUTION: 2. PLATFORMS

Instagram:

- Upload images, videos; use hashtags
- Post several comments daily
- Like and Follow others

SOLUTION: 2. PLATFORMS

Facebook:

- Add images, videos
- Post several comments daily
- Less important

SOLUTION: 2. PLATFORMS

LinkedIn:

- Best for business connections
- Join several relevant Groups
- Leave comments frequently

SOLUTION: 2. PLATFORMS

X/Twitter:

- Get key Followers
- Tweet good content daily
- Use Hashtags

SOLUTION: 2. PLATFORMS

Others:

- **Quora:** Search topics and Follow; Share
- **Reddit:** Leave comments
- **Wikipedia:** Attempt to update related Articles
- **YouTube:** Follow related videos; create new Playlist
- **TikTok:** Create video video; share
- **Artsy:** If possible

SOLUTION: 2. PLATFORMS

Others:

- **Medium:** Follow and Comment on a related Article; Follow authors
- **SnapChat:** Add new post; Follow others
- **School Alumni Site:** update and find others
- **Academia:** Search for key articles; save and share
- **Scribd:** Search for key publications; save and share
- **Google My Business Site:** write one local review

SOLUTION: 3. CONTENT

- Focus on quality
- Post frequently
- Must be truly useful to readers
- Make videos, photos, whitepapers, presentations, audio

SOLUTION: 3. CONTENT

- Update and edit bios
- Re-purpose and re-edit
- Post to social media platforms, blogs, etc.
- Comment on important related blogs or news sources

SOLUTION: 3. CONTENT

Blogs:

- Write monthly
- Focus on reader/client/collector
- Include images, headings
- The more unique, the better

SOLUTION: 3. CONTENT

SEO:

- Add keywords and metadata on websites and social media platforms
- Review, add and update links on all sites

SOLUTION: 3. CONTENT

Consider detailed solutions:

- Make a White Paper
- Write an article and submit to a publication
- Record a talk or presentation
- Host a conference
- Write and publish an Ebook

SOLUTION: 4. REPEAT

1. Continue Analysis
2. Post Social Media and Other Platforms
3. Constantly Create Content
4. Repeatedly Review, Pivot, Tweak



Time/Effort

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REPUTATION TIME/EFFORT

- Reputation management is specialized
- No cookie-cutter approach
- Typical project includes hundreds of updates, site creations, articles and more

REPUTATION TIME/EFFORT

- Takes about 6-12 months
- Depends on the severity of the problem
- Google's search algorithm changes

REPUTATION TIME/EFFORT

MONTH 1

- Analysis, gathering content
- Research
- Social media activity
- Site Creation

MONTH 2-3

- Publishing and sharing on target platforms
- Expect some site visibility in search results

MONTH 4-6

- Additional content publication
- Expect additional visibility and some suppression

MONTH 6-7

- More content posting
- More movement of negative links

MONTH 8-10

- Continued content creation
- Further suppression

MONTH 11-12

- Continued strong social media usage
- Movement of negative links

REPUTATION TIME/EFFORT

Complexity based on:

- Position in Google searches
- Number of negative articles
- Perceived weight or trust

ABOUT US

Customised:

- Each issue is carefully reviewed and analysed - there is no cookie-cutter approach here
- A typical project might include hundreds of updates, site creations, articles and more
- Health, medical, institutional focus

Questions?



ABOUT US

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