

Design Challenge:

Managing Online Social Brand & Reputation

The challenge is to design a solution that allows professionals like Russell, active on social network platforms, to manage his personal reputation and personal brand across many platforms and channels in one place.

Imagine no constraints in technology, platforms, or devices; if you can conceive it, we can build it. The key is to generate many rough ideas that can be tested and discarded early, not one highly refined concept.

Goals

- Collaborate to arrive at a solid understanding of the opportunities and pitfalls of managing Russell's online reputation across all social channels including Twitter, Facebook, LinkedIn, Quora, Google.
- Create a social listening platform so Russell can easily manage and respond to their engagement across social platforms.
- Mechanism for pro-actively shaping Russell's online brand.
- Crisis management/alerting system so that Russell can prevent or recover from potentially destructive posts in online media.
- Generate and explore ideas without significant investment or attachment.

Questions of exploration for social professionals

- What does it mean to be social? What is the future of building and managing personal brands?
- What are the benefits to curating your online professional brand?
- What are the pitfalls of potentially destructive posts on social networks/social media platforms?
- What are all the possible benefits, objectives to creating a platform for managing personal social brand across all channels?
- What are each audience's core Goals, Needs, Interests, and Desires in being social and managing one's personal brand?