

Online Reputation
Security

RISK·EYE[®]

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently”

Warren Buffett





ABC Stock after Roseanne Barr's Tweet and Show Cancellation

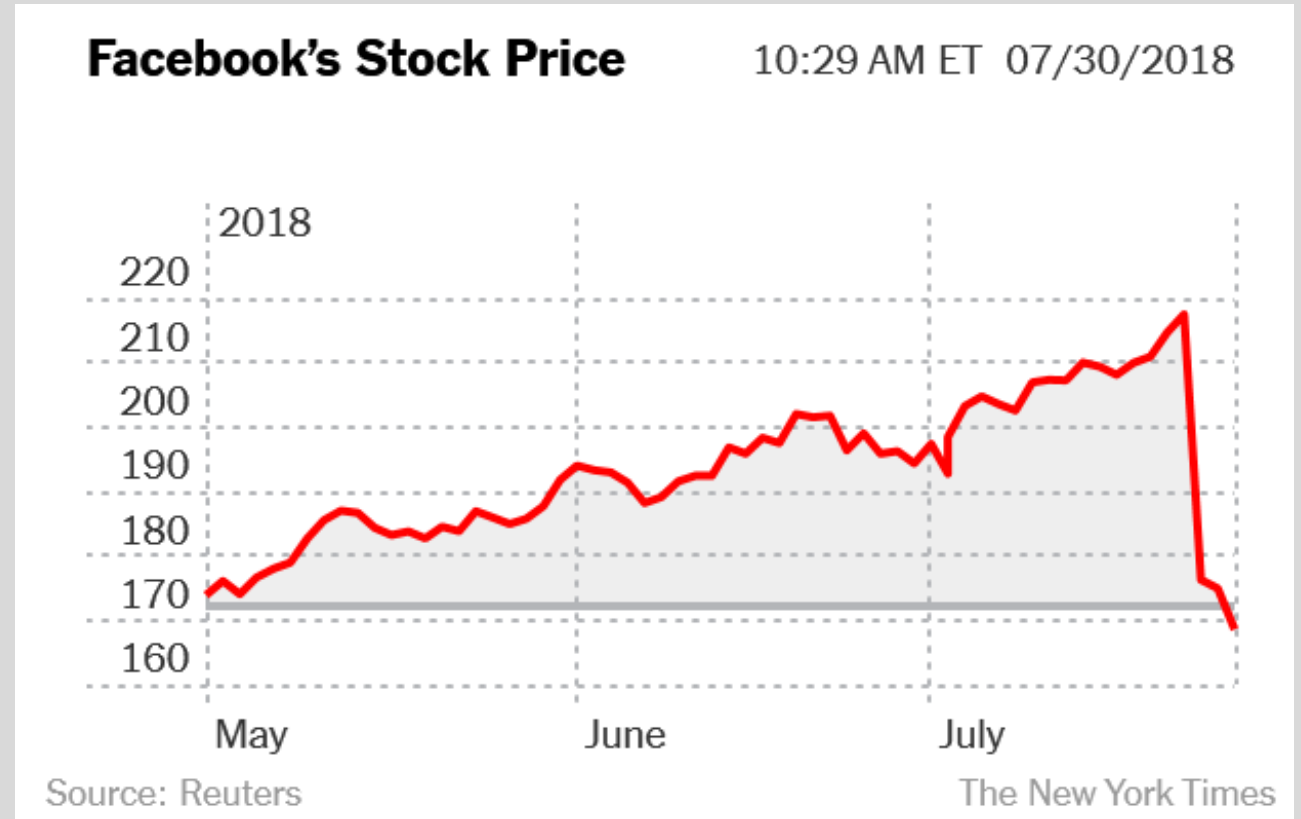


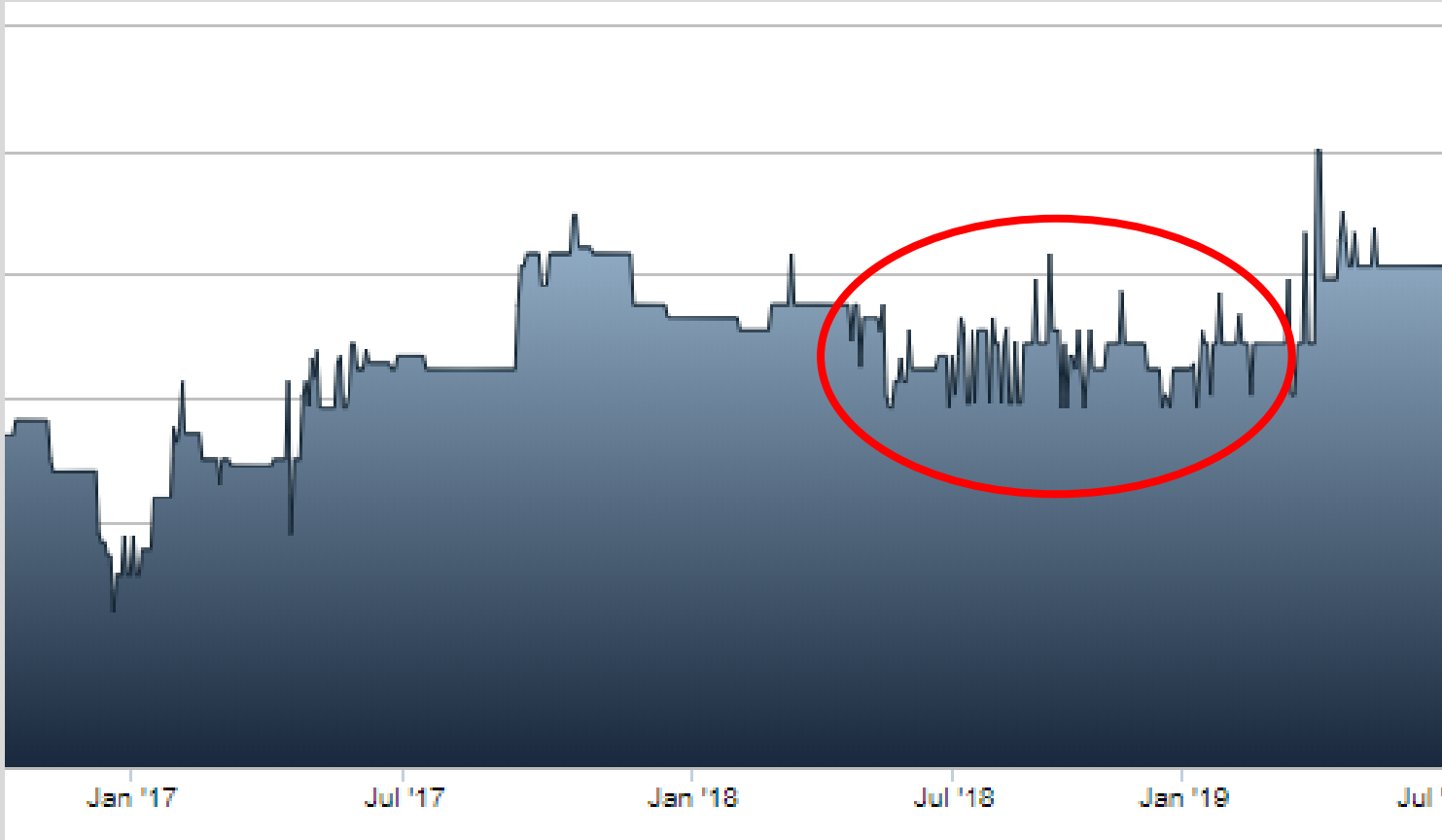
Mistreatment of a United Airlines Passenger
and Initial Poor Handling of the Event by the
Company

FB Stock Plummets
Following a Channel 4
Dispatches
Undercover
Documentary

*Reveals employees
advised to be lenient
moderating online
harm, abuse and
damaging content*

*\$14 Billion loss (10%
of share price lost)*





CPL

Undercover Channel 4 Dispatches
Minimal damage to share price as RiskEye guide
through scandal

“Last summer, the group hit the headlines when a Channel 4 'Dispatches' documentary showed members of its staff who were working with Facebook being instructed not to remove extreme, abusive or graphic content from the social media giant's website - even though the material breached guidelines.

There has been no sign in the results and trading updates of an impact on the business as a consequence”

Adidas under fire for racist tweets after botched Arsenal launch

Company automatically posted pictures of new shirts with offensive Twitter handles on back



▲ Tweets that showed offensive handles on Arsenal shirts were retweeted widely. Photograph: Stuart MacFarlane/Arsenal FC via Getty Images



adidas UK
@adidasUK

@DieAllNiggers This is home. Welcome to the squad.

Now it's time to seal the deal - order your new home shirt here: a.did.as/6002ESWvi

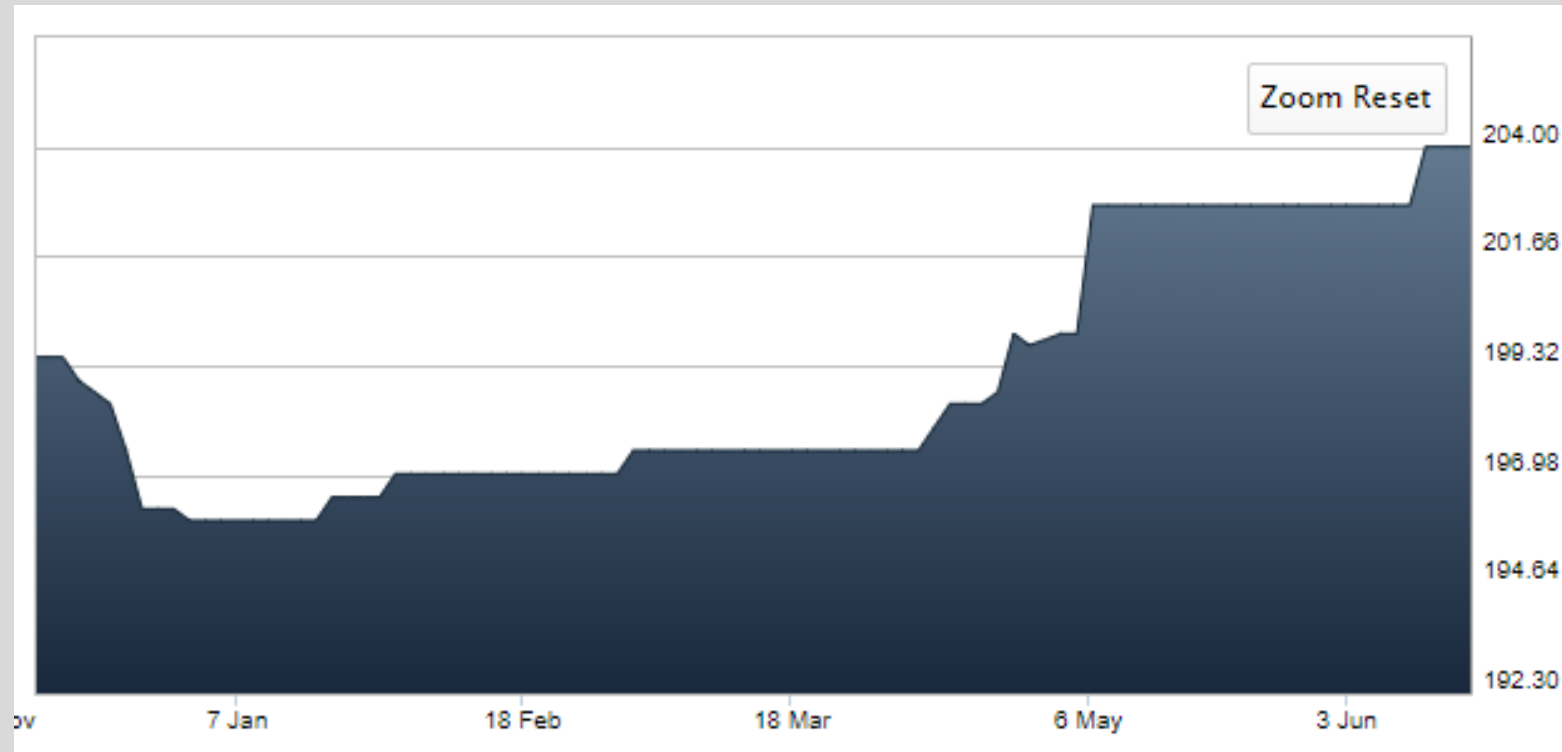
#DareToCreate pic.twitter.com/LN8miA1AN9

Adidas Offensive Tweets

Content was left online through lack of oversight and moderation

Bank of Ireland

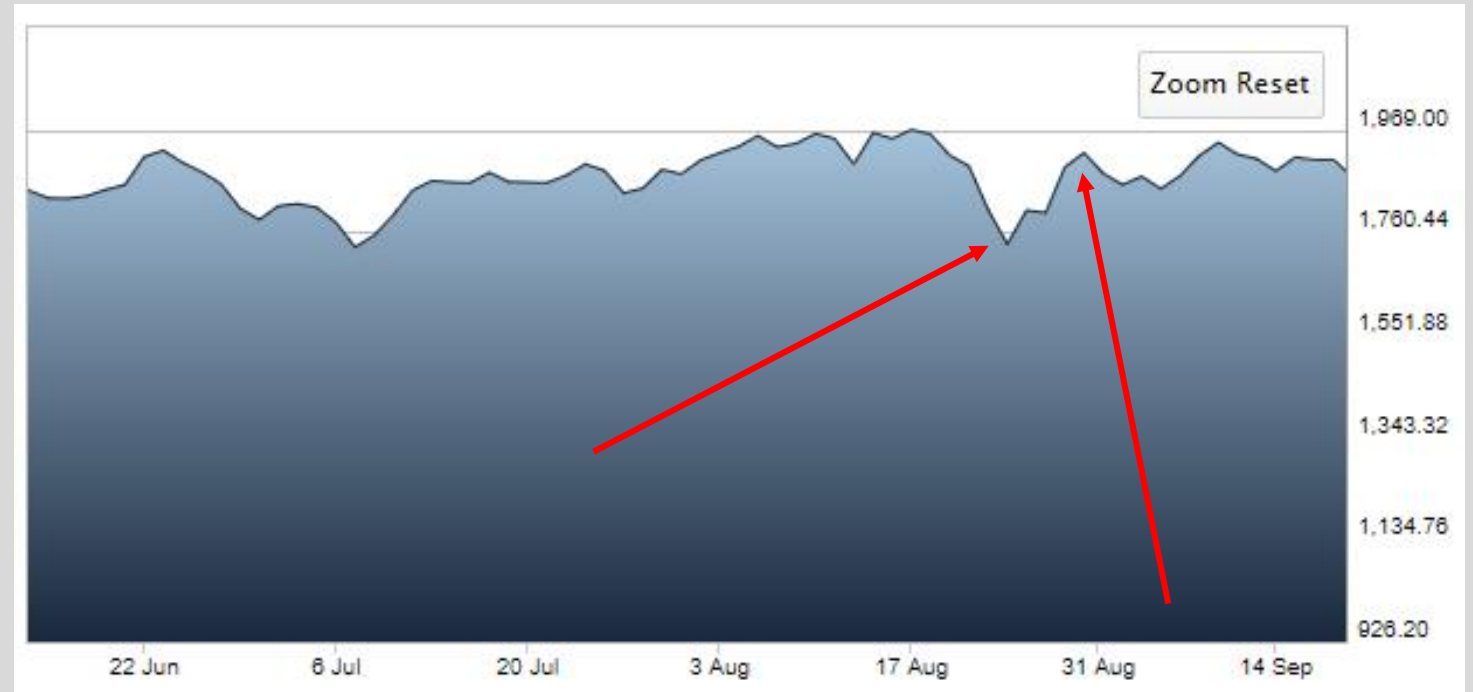
- Ulster Rugby Scandal
- BOI sponsor the rugby team of which 3 players accused of sexual assault
- Jan – Mar the scandal dominated the news and a campaign to support the victim dominated social media
- BOI instructed by RiskEye are able to recover from the events



CRH

A Ratings Agency commented on a CRH merger negatively

RiskEye caught the content immediately and delivered to CEO just prior to a live TV US appearance, enabling correction and recovery

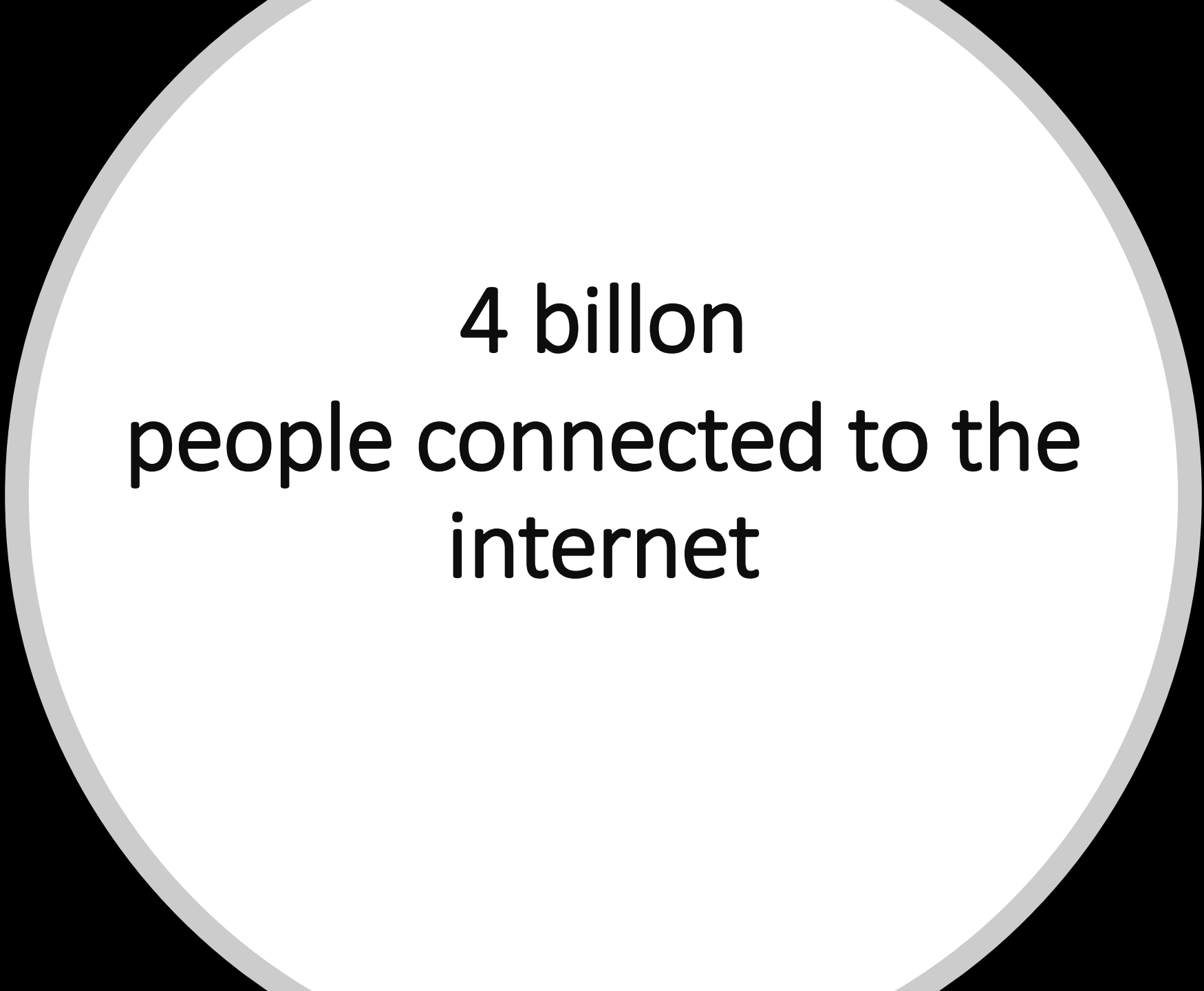


HMV Staff take over company Twitter Account

*Live tweeting which
the company could
not stop due to lack of
controls in place*







4 billion
people connected to the
internet

1.2 billion Apple iphones



1 billion websites

2 billion
active
users/mth



720 million Instagram users

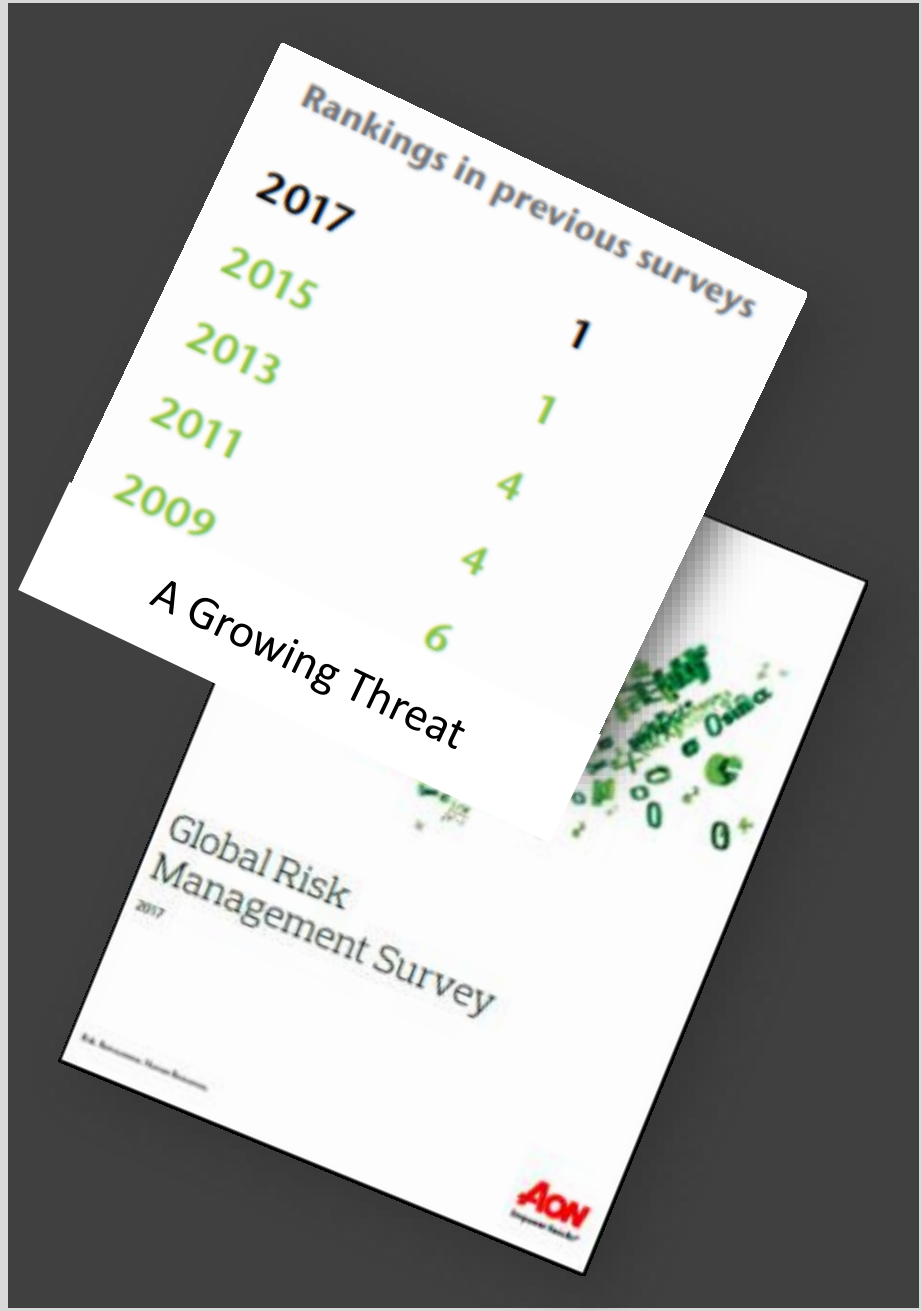


328 million Twitter users





Reputation the Risk of Risks
is Growing as digital grows





RISKEYE[®]



LAW ENFORCEMENT

HARMFUL

RISKEYE[®]

HURTFUL

NORMAL

RiskEye monitors, detects and mitigates online threats to business reputation.

RISKEYE[®]



Employee Risk – live video streaming

52 Records			
20/10/2016 11:05:44	Twitter	progressero	@talktoBOI Banking365 seems to have a bug. In Service Desk when I click on 'Sent Items' it logs me out.
18/10/2016 15:45:51	Twitter	beingdealtw	RT @MwR2w: Hey @bankofireland take a look.Your employee wether direct or indirect assaulted me.Will be in touch soon #Limerick https://t.co...
18/10/2016 14:00:11	Twitter	MwR2w	Hey @bankofireland take a look.Your employee wether direct or indirect assaulted me.Will be in touch soon #Limerick https://t.co/wsFsoDq5B1



Employee Risk – Director about colleagues



Yesterday at 23:19 · 👤

The level of [] wittery today in work reached epic proportions, even for our place. It's []ing scary when sitting in a room full of people who are all too stupid to realise how thick they are.



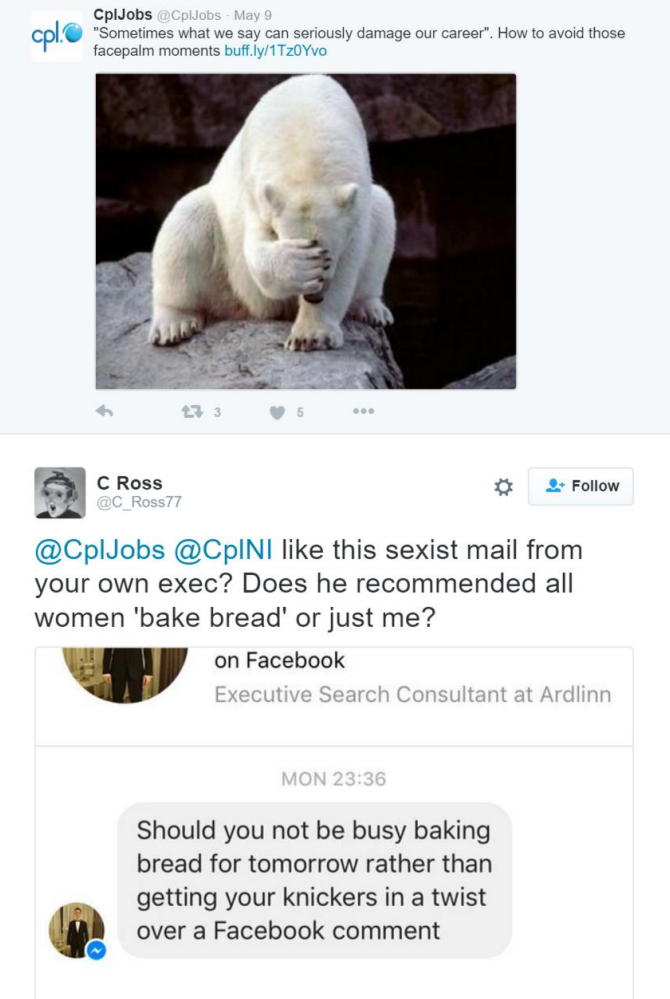
 Like

 Comment

 Share



Malicious Competitor Employee Risk



The image shows two screenshots from social media. The top screenshot is a tweet from CplJobs (@CplJobs) dated May 9, with the text: "Sometimes what we say can seriously damage our career". How to avoid those facepalm moments buff.ly/1Tz0Yvo. The tweet includes a photo of a polar bear sitting on a rock with its hand to its face in a thoughtful or distressed pose. The bottom screenshot is a tweet from C Ross (@C_Ross77) that says: "@CplJobs @CplNI like this sexist mail from your own exec? Does he recommended all women 'bake bread' or just me?". Below the tweet is a screenshot of a Facebook message from an executive search consultant at Ardlinn, dated Monday 23:36, which reads: "Should you not be busy baking bread for tomorrow rather than getting your knickers in a twist over a Facebook comment".



Inexperienced Employee Risk

Creative Scotland @CreativeScots · May 5
@MadDog_Casting host an open casting call next week in Bathgate on 11/12/13
May



MAD DOG CASTING: OPEN CASTING FOR SCOTTISH BLOCKBUSTER!
Mad Dog Casting are holding an open casting for background, walk on and featured roles for a Scottish blockbuster and TV series. If you are interes...
eventbrite.co.uk

← ↻ 15 ❤️ 6 ⋮

Rich @AlphaRichard · May 5
@CreativeScots @MadDog_Casting Is it true Maddog still take longer than other agencies to pay extras?

← ↻ ❤️ ⋮

Mad Dog Casting @MadDog_Casting · May 5
@AlphaRichard No, this is not correct.

← ↻ ❤️ ⋮

Rich @AlphaRichard · May 5
@MadDog_Casting So the extras I've spoken to have been lying? For years? Especially when we compare to other prominent agencies?

← ↻ ❤️ ⋮

Mad Dog Casting @MadDog_Casting · May 5
@AlphaRichard Our payment times are in line with other agencies.

← ↻ ❤️ 1 ⋮

Rich @AlphaRichard

⚙️ [Follow](#)

@MadDog_Casting So even if you asked everyone you won't get accurate feedback. Since people have said consistently that MD is the worst

1:30 PM - 5 May 2016

← ↻ ❤️ ⋮



RISK·EYE

PR Response

Great to talk to you today the advice from Edelman is as follows

EITHER -

A - when first negative mention comes up, LET IT GO and don't reply or engage (unless you see someone else agree/like/comment, it's completely heinous or it's someone with LOADS of followers)

or

B - engage but do so by getting the person to connect with you directly offline to discuss the specifics (NEVER discuss specifics on public forum and never get into back & forth with a particular person)

An example of how the customer COULD have replied to reduce any negative exposure is below

Rich - "Is it true MadDog take longer than other agencies to pay?"

MadDog - "No, this is not correct"

Rich - "So, the extras I have been talking to are lying? For years? Bla bla"

At this point, the best action for Mad Dog to take would be to respond as follows -

Mad Dog - "Rich, if you have an specific details that you'd like to discuss, can you please email me directly on xxx@xxx so that we can fully investigate and resolve any issues for you?"

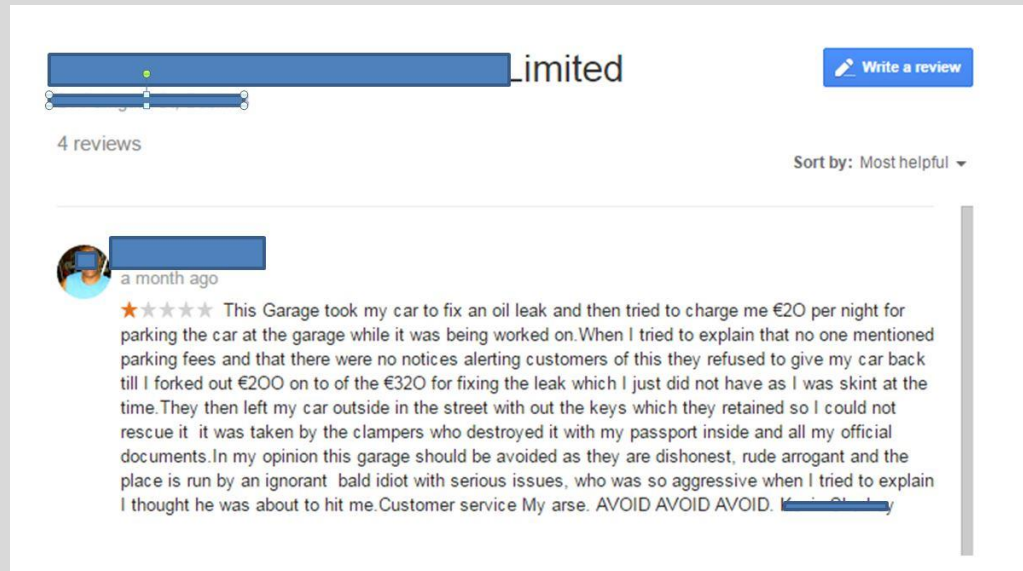
If Rich has a proper grievance, it can be taken off line and resolved. If he doesn't and continues to moan online, it will appear more like sour grapes as he was given the option to engage.

Suggested response as above or as it's gone 1 message further perhaps

"Rich, I'd love it if you could email me directly on xxx@xxx with some details as we'd want to fully investigate this and resolve any issues to put your mind at rest"

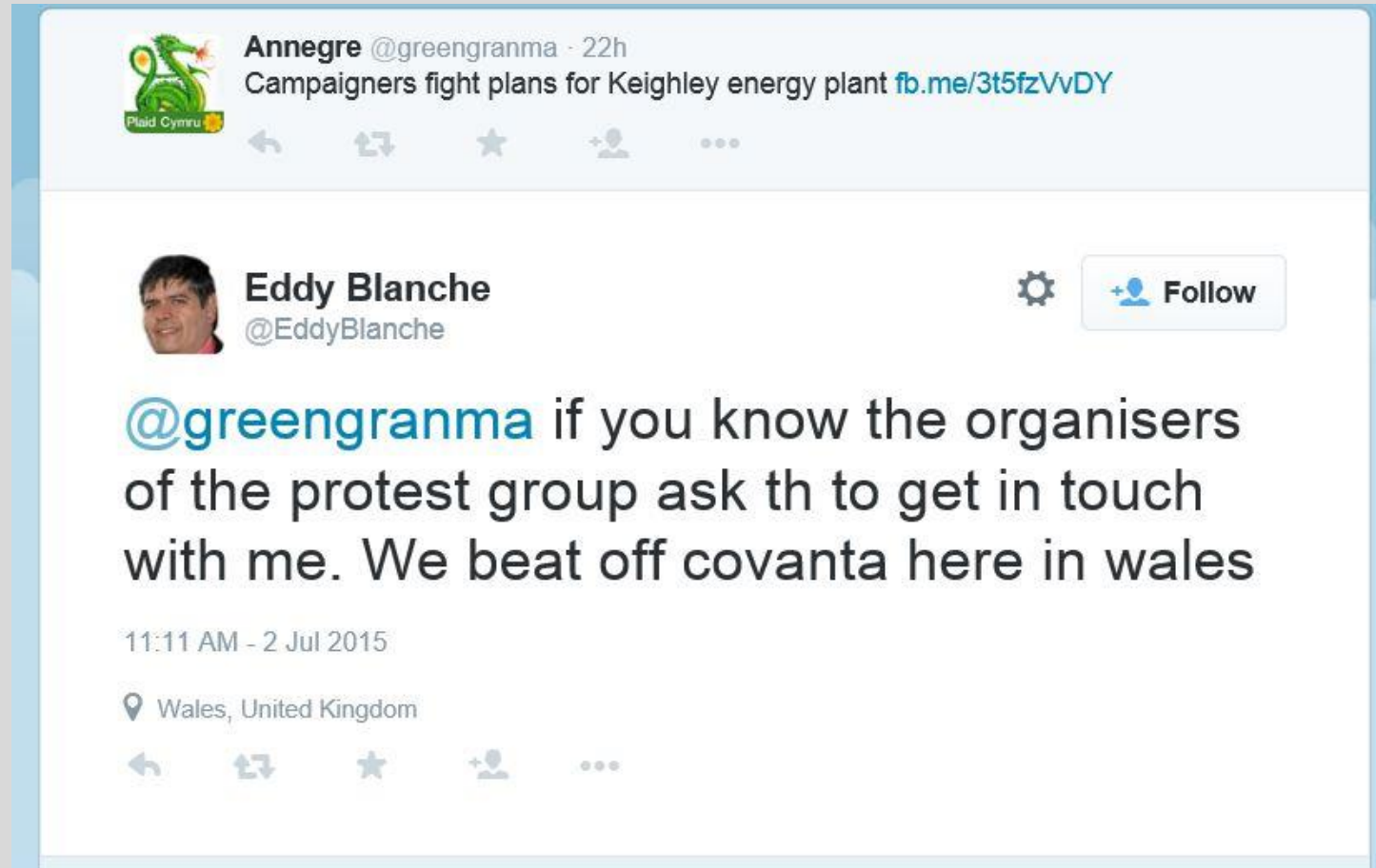
Legal and also come back and advise it's a PR issue at this point as no laws have been broken.

Customer Grievances Risk



The screenshot shows a Google review for a business named "[redacted] Limited". The review is from a user with a profile picture of a person with glasses, posted "a month ago". The review is a 5-star rating and contains the following text: "★★★★★ This Garage took my car to fix an oil leak and then tried to charge me €20 per night for parking the car at the garage while it was being worked on. When I tried to explain that no one mentioned parking fees and that there were no notices alerting customers of this they refused to give my car back till I forked out €200 on top of the €320 for fixing the leak which I just did not have as I was skint at the time. They then left my car outside in the street with out the keys which they retained so I could not rescue it it was taken by the clampers who destroyed it with my passport inside and all my official documents. In my opinion this garage should be avoided as they are dishonest, rude arrogant and the place is run by an ignorant bald idiot with serious issues, who was so aggressive when I tried to explain I thought he was about to hit me. Customer service My arse. AVOID AVOID AVOID. [redacted]". The review is the only one shown, and there are 4 reviews in total. A "Write a review" button is visible in the top right corner of the review section.

Identify first source of risk/issue



Annegre @greengranma · 22h
Campaigners fight plans for Keighley energy plant fb.me/3t5fzVvDY

Eddy Blanche @EddyBlanche
@greengranma if you know the organisers of the protest group ask th to get in touch with me. We beat off covanta here in wales

11:11 AM - 2 Jul 2015
Wales, United Kingdom

Threats in images not words

This threat cannot be monitored by algorithm as it contains images and the images show the threat not the words. This particular incident involves the orchestrated shutting of petrol stations.

445 Records

13/02/2015 07:37:54	Twitter	Dan123Mc	Topaz opening in Laois so remember to drive right passed it is staffed with job bridge and interns and owned by a true knacker	Topaz Board of Management	!	!	!
13/02/2015 10:49:02	Twitter	tnteacherTim	RT @Boycott_Topaz: Protest in Sweden over political arrests in Ireland. http://t.co/uhfDZJbwn8	Topaz Board of Management	!	!	!
14/02/2015 14:07:35	Twitter	pauldelaney2012	RT @dub1916society: Boycott TOPAZ protest this Tuesday @ Donaghmede Topaz at 6pm. Organised by the Cathal Brugha 1916 Society http://t.co/...	Topaz Board of Management	!	!	!
14/02/2015 20:14:50	Twitter	Irishede	I liked a @YouTube video http://t.co/W2GTLcLywM Tallaght United Against Austerity Marching Through Topaz	Topaz Board of Management	!	!	!
15/02/2015 14:38:22	Twitter	dub1916society	Boycott Topaz, Donaghmede Topaz this Tuesday @ 6pm. #BoycottDenisOBrien http://t.co/hWYfIKcqsR	Topaz Board of Management	!	!	!
17/02/2015 09:01:01	Twitter	FrancisWebb17	Water protesters interpret Topaz chief's call for dictatorship as high-octane http://t.co/3cTT7mB7HL via @IrishTimes	Topaz Board of Management	!	!	!
17/02/2015	Twitter	FrancisWebb17	Water protesters interpret Topaz chief's call for dictatorship as high-octane http://t.co/3cTT7mB7HL via @IrishTimes	Topaz Board of Management	!	!	!

Export to CSV Export to XLSX Close

 **dublin1916society**
@dub1916society Follow

Boycott Topaz, Donaghmede Topaz this Tuesday @ 6pm. #BoycottDenisOBrien

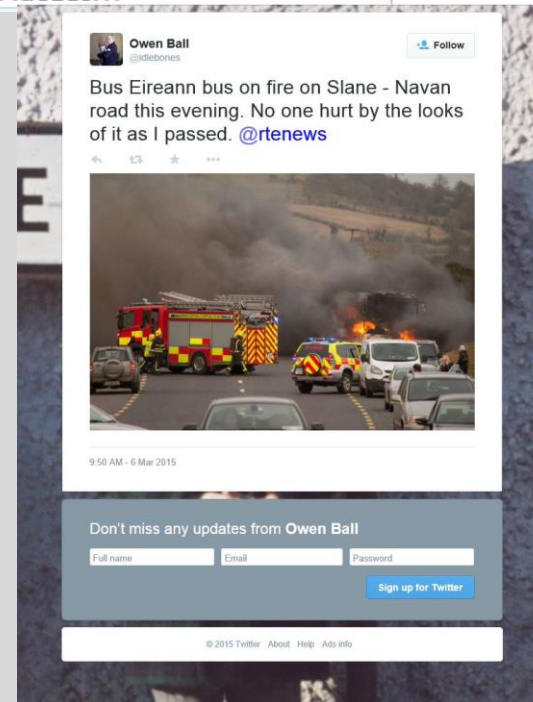
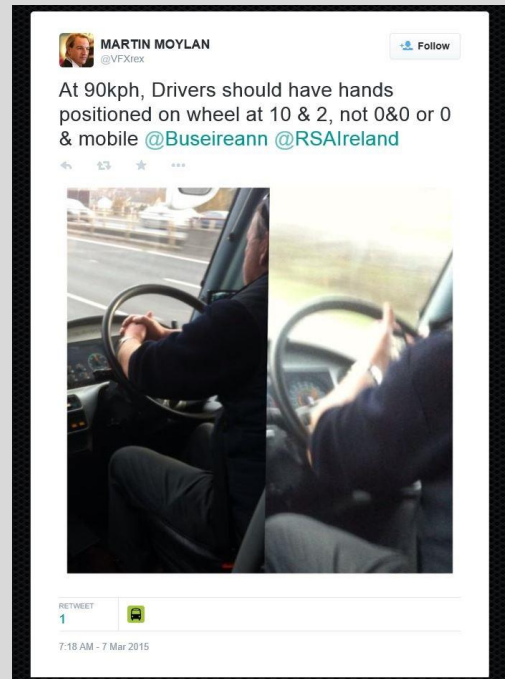


RETWEET 1 FAVORITE 1

6:38 AM - 15 Feb 2015

Automated sentiment is wrong more than it's right & every risk matters

06/03/2015 17:22:15	Twitter	bus_fuss	RT @kencurtin: @Buseireann handed complaint form in limerick & told to email complaint (after which I was mocked in earshot for complaining...	Bus Eireann General Customer Service Query/Issue			
06/03/2015 17:38:22	Twitter	rammsteinfan17	@Buseireann 100x bus shows up 30 mins late and now doing like 20km/hr on the motorway. Ridiculous	Bus Eireann Delays			
06/03/2015 17:47:31	Twitter	idlebones	Bus Eireann bus on fire on Slane - Navan road this evening. No one hurt by the looks of it as I passed.	Bus Eireann Incident			
06/03/2015 18:04:24	Twitter	VFXrex	At 90kph, Drivers should have hands positioned on wheel at 10 & 2, not 0&0 or 0 & mobile @Buseireann @RSAIreland http://t.co/ISaNdeBlOM	Bus Eireann Drivers/Staff			





@keithmcloughlin Keith McLoughlin

[REDACTED] is closed in Terenure and lots of cop cars are **going** around. Looks like we have a robbery!



Feb 19 12:33pm



Favorite



Retweet



Reply

Delete



[Media Viewer](#)

Source: [@keithmcloughlin \(twitter.com\)](#)

In todays always on world – the public see all! This was in fact a bank robbery and a subsequent picture was taken by a member of the public which showed the robbers exiting the bank into their getaway car.

SPOTTING A BANK ROBBERY

RISKEYE[®]

RISK·EYE[®]

Online Reputation Security. Defined.

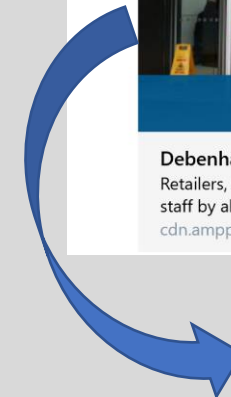
THE RISK

- Swan Hotel is being monitored Facebook Page and their Twitter page.
- On 16th February a High Priority alert was sent to the client to inform them that their Twitter account had a risk arising from an article in The Guardian.



STAGE 1: Risk Occurrence at 09:42

On 15th February an article was published in The Guardian which named the Swan Hotel. The following day at 09:42 a tweet was posted which posed a risk to the client's reputation by calling this 'naming and shaming'



Tweet Published 9:42

Tweet Captured & Assessed 9:42:03

STAGE 2: Risk Detected

STAGE 3: RiskEye Specialist Assessment

3 points of note on Risk Twitter Account

1. Tweeted only 125 times ever on this account
2. Only has 17 followers
3. Joined Twitter in November 2015

Profile picture: 

steve Jones
@SteveJsns

📍 york
📅 Joined November 2015

[Tweet to steve Jones](#)

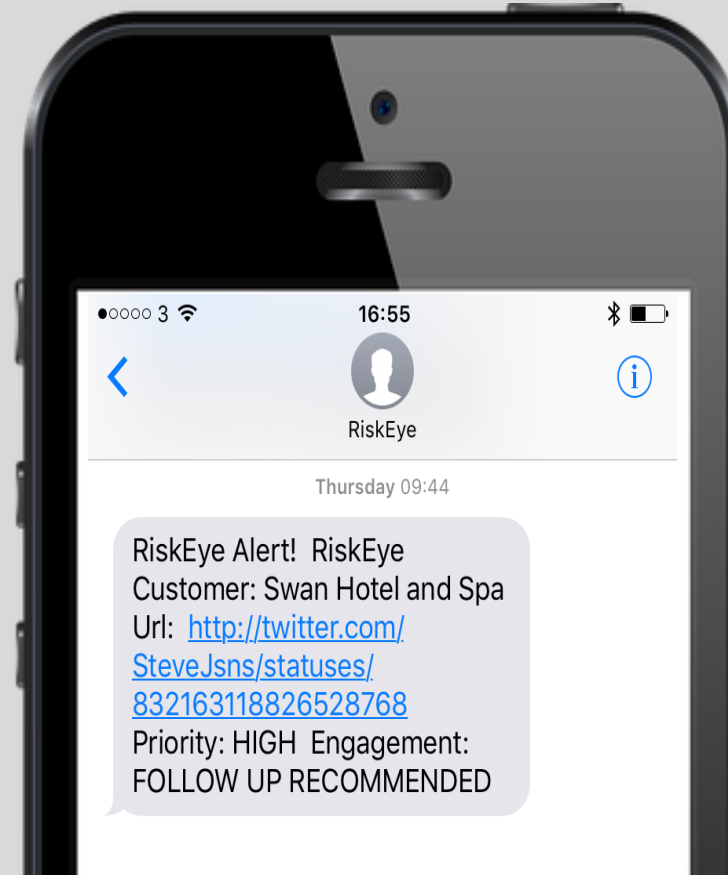
📷 Photos and videos

Tweets Tweets & replies Media

In reply to Alain de Botton
steve Jones @SteveJsns · 4h
@alaindebotton "out of the window". English

In reply to Westmorland Gazette
steve Jones @SteveJsns · 5h
@gazettenevdesk Cheers. Guardian pub

TWEETS	FOLLOWING	FOLLOWERS	LIKES
125	126	17	12



STAGE 4: Risk Notification

09:44

Stage 5: Risk Mitigation

10.09

From: Sarah Holland
Sent: Thursday, February 16, 2017 10:09 AM
To: sarah.gibbs@swanhotel.com
Subject: RiskEye Alert

Hi Sara

You will have received an alert this morning regarding The Guardian article naming The Swann Hotel as underpaying staff - <https://t.co/aepxumltji>

The link so far has been attached to a tweet you put on your twitter account.

We would recommend the following steps to mitigate this risk;

- Delete the tweet on your twitter page
- Block the Tweeter Steve Jones @SteveJsns
- Moderate your twitter and Facebook page today as the story is in the mainstream media
- We will continue to monitor and alert you to any further mentions

Should you require any assistance do not hesitate to call me

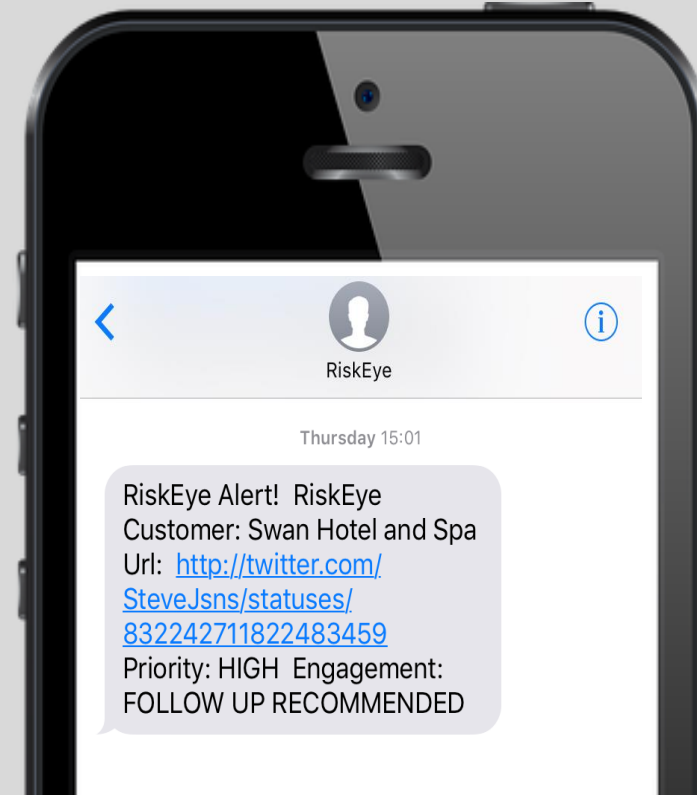
Kind regards

Sarah Holland
Chief Operating Officer

RISKEYE[®]

+353 (0)1256 8617





STAGE 6: Risk Escalation & Alert **14:58**

Stage 7: Further Risk Mitigation

15:19

From: Sarah Holland
Sent: Thursday, February 16, 2017 3:19 PM
To: sarah.gibbs@swanhotel.com
Subject: FW: Swan Hotel and Spa - RiskEye Notification

Hi Sara

You just received another alert from us advising of the same person (Steve Jones) tweeting again about the Guardian article from today.

We recommend that you continue to tweet from your account to ensure that a higher volume of tweets obscure the position of his responses on your feed. We have determined that his influence is limited due to his small number of followers.

Should you require any further assistance, please don't hesitate to contact us,

Kind regards

Sarah Holland
Chief Operating Officer

RISKEYE[®]

+353 (0)1256 8617



BBC Cumbria @BBC_Cumbria · Feb 16
A Cumbrian charity set up after Storm Desmond has raised concerns about the mental health of hundreds of flood victims



1 1 5

steve Jones @SteveJsns [Follow](#)

@BBC_Cumbria Swan Hotel Newby Bridge, named and shamed today



Debenhams tops government's shame list for underpaying staff
Retailers, restaurants and hotels among a record 360 firms named for shortchanging staff by almost £1m
theguardian.com

10:15 AM - 16 Feb 2017

steve Jones @SteveJsns · 3h
@gazettenewsdesk when is the Gazette going to report on the minimum wage scandal at Swan Hotel, Newby Bridge?


1 1

Westmorland Gazette @gazettenewsdesk · 3h
@SteveJsns We have a reporter looking at it today. Thanks.

1 1

steve Jones @SteveJsns [Follow](#)

@gazettenewsdesk Cheers. Guardian published list yesterday.



Debenhams tops government's shame list for underpaying staff
Retailers, restaurants and hotels among a record 360 firms named for shortchanging staff by almost £1m
theguardian.com

LIKE 1

9:42 AM - 17 Feb 2017

Westmorland Gazette @gazettenewsdesk · 4h
Local beef to appear on Brit Awards menu dhr:BNPmmm



2 1

steve Jones @SteveJsns [Follow](#)

@gazettenewsdesk when is the Gazette going to report on the minimum wage scandal at Swan Hotel, Newby Bridge?

9:05 AM - 17 Feb 2017

1 1

Reply to @SteveJsns @gazettenewsdesk

Westmorland Gazette @gazettenewsdesk · 3h
@SteveJsns We have a reporter looking at it today. Thanks.

1 1

Show more

STAGE 8: Day 2 - Risk Escalation

STAGE 9: Post Crisis support

Begin forwarded message:

From: "Sarah Holland" <sarahholland@riskeye.com>
To: "sarah.gibbs@swanhotel.com" <sarah.gibbs@swanhotel.com>
Subject: Further Twitter Activity re Guardian Article

Hi Sara

We have been keeping an eye since yesterday on any activity regarding The Swann Hotel and The Guardian article. Since you have followed our instructions re blocking @SteveJsns The Swann Hotel can no longer be mentioned directly by him. He has since tweeted about the hotel without using your twitter handle, which minimizes your exposure.

I have attached the three tweets he has written since yesterday, without using your handle. He has tagged BBC Cumbria and the Westmorland Gazette trying to gain traction with this story. Although his twitter presence is low, I wanted to advise you he has potentially managed to prompt reporters into contacting you.

Should you require any further assistance, please do not hesitate to contact me,

Kind Regards

Sarah Holland
Chief Operating Officer
[RE_LOGO 2 email](#)

[+353 \(0\)1256 8617](tel:+353012568617)

f t l

RiskEye Resolution Timeline

Date	Time	Stage	Action
15.02.17	14.38	Risk Origin	The Guardian Publishes article referencing Hotel
16.02.17	09:42	Risk Occurrence	'Name and Shame' Tweet Posted
	09:43	Risk Detection	Post identified
	09:44	Risk Assessment	Post assessment by RiskEye Specialist
	09:44	Risk Notification	Text and Email alert sent to client notifying them of threat
	10.09	Risk Mitigation	RiskEye Account Manager emails mitigation advice
	14:58	Risk Escalation	Poster resumes reputation attack on client
	14:58	Risk Detection	Further post was detected & assessed by RiskEye Specialist
	15:01	Risk Alert	Text and email alert of escalation sent to client
	15:19	Risk Mitigation	RiskEye Account Manager emails mitigation advice
17.02.17	10:15	Post Crisis Support	Client notification of attempts to engage journalists. Client PR took over mitigation.
20.02.17	22:00	Monitoring Continues	No further threat detected

RISK·EYE[®]

THE REVIEW QUIZ

ARE THESE REVIEWS STILL ONLINE OR NOT?

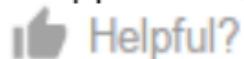


[Redacted]

2 weeks ago



Came to this salon last week and honestly had the worst experience ever. I really suggest people don't go here. Luckily I got my hair fixed by this amazing hairdresser at [Redacted] see their website here [Redacted] and you can call them to make an appt on 01 [Redacted]. WAYYY BETTER!!!





[Redacted]

2 weeks ago



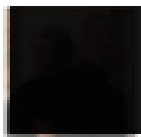
Came to this salon last week and honestly had the worst experience ever. I really suggest people don't go here. Luckily I got my hair fixed by this amazing hairdresser at [Redacted] see their website here [Redacted] and you can call them to make an appt on 01 [Redacted]. MAY BE BETTER!!

Helpful?



ADVERTISING BREACH

Spam, phone numbers and URL's



Anon

reviewed  — 



February 24, 2016 · 

Avoid this place if you can! Had an absolute nightmare with them. I purchased a voucher from them for my niece at christmas but when she got the chance to use it they wouldn't accept it because it was "out of date". When I bought it the girl told me that there is no expiry date on it (clearly had no idea what she was at!) I went in myself and asked to speak to a manager about it and after waiting a good 20 mins she finally appeared. I told her the situation and she basically called me a liar because her "hard working" staff would never have told me that. She was such a pig in how she spoke to me and clearly doesn't realise how f***ing stupid her staff are. Needless to say, the problem was never solved and I'm my poor niece didn't get to redeem her christmas present. Bunch of scammers! Avoid!

 Like

 Comment

 Share



Anon

reviewed [redacted] — 1★



February 24, 2016 · 🌐

Avoid this place if you can! Had an absolute nightmare with them. I purchased a voucher from them for my niece at christmas but when she got the chance to use it they wouldn't accept it because it was "out of date". When I bought it the girl told me that there is no expiry date on it (clearly had no idea what she was at!) I went in myself and asked to speak to a manager about it and after waiting a good 20 mins she finally appeared, told her the situation and she basically called me a liar because her "hard working" staff would never have told me that. She was such a pig & now she spoke to me and clearly doesn't realise how f***ing stupid her staff are. Needless to say, the problem was never solved and I'm my poor niece didn't get to redeem her christmas present. Bunch of scammers! Avoid!



👍 Like

💬 Comment

➦ Share

LANGUAGE BREACH

Profanity




[Redacted]

a month ago



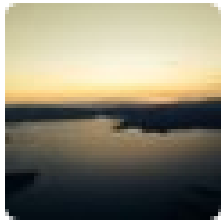
[Redacted] are so good. I work here and can tell you that the couple of bad reviews that have been posted are fake. All our customers are so happy and we have amazing after sales care. You also won't get deals like this anywhere else.

 Helpful?



CONFLICT OF INTEREST

Refrain from writing biased reviews



Sophie R.

Lucan, Dublin

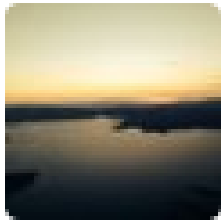
👤👤 0 friends

★ 1 review

★ ★ ★ ★ ★ 4/8/2016

My sister in law came here and was not happy at all. salon was noisy and busy. they didn't have decaf coffee!

parking was terrible too. paid €55 for her hair cut which is very expensive too !!. the magazines where up to date but all Irish ones so no vogue etc... was not really what she expected and would not recommend



Sophie R.
Lucan, Dublin

👤 0 friends

★ 1 review

★★★★★ 4/8/2016

My sister in law came here and was not happy at all. salon was nice and busy. they didn't have decaf coffee! parking was terrible too. paid €55 for her hair cut which is very expensive too !! the magazines where up to date but all Irish ones so no vogue etc... was not really what she expected and would not recommend

REVIEW IS A THIRD PARTY

It's opinion not a review in the first person