

contact us

To see sample reports, visit www.uknetmonitor.com.

If you would like a trial report to see what people are reading about your organisation, please contact us at:

email: info@uknetmonitor.com

tel: 01622 85 11 44

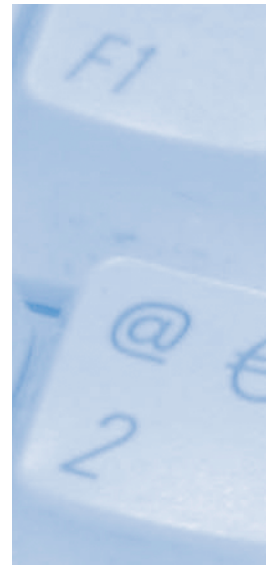
UKNetMonitor

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The UK Internet
Monitoring
Bureau

managing e-reputation



UKNetMonitor



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UKNetMonitor is an innovative consultancy service providing specialised information for communications professionals in organisations which are concerned to manage their reputational risk. Knowing what customers, employees, investors and other stakeholders are saying and reading is important.

We employ a team of senior researchers, experienced in all aspects of corporate reputation, stakeholder dialogue and issue management in public affairs, corporate responsibility and public relations.

Using the latest technology, we supply clients with a comprehensive bespoke internet monitoring facility which far exceeds the work of automated search engines.

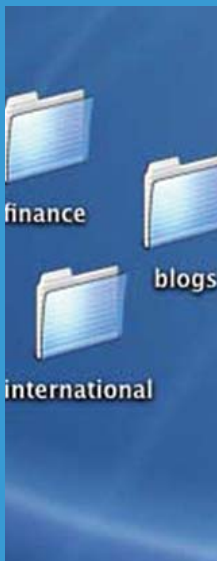
We provide clients with the very best early warnings of public concerns and expectations. Awareness of public opinion is essential to reputation management, helps compliance with reporting needs and provides a foundation for a meaningful dialogue with stakeholders.

our services

We provide a service which complements your press cuttings service. We monitor weblogs, activist sites, newsgroups and chatrooms for any mention of your organisation which is likely to be read by someone else and which will have an impact on your reputation. Our service and expertise can save you the time and trouble of wading through thousands of irrelevant web mentions and can extract significant information which is of benefit to your reputation.

Our core service provides bespoke reports which highlight all mentions of your organisation (or your competitors) allowing you to pick up new trends, to identify new issues and, more importantly, see how people are reacting to the news. We don't report the news, only the response. Reports can be delivered weekly or monthly (or even daily in a crisis situation) and provided in whatever format suits your requirements.

UKNetMonitor also provides analysis of shifts in reputational focus and opinion, as well as advice on how best to respond to bloggers and hate sites. At times of crisis, or when an understanding of public reaction is needed quickly, such as product launches, we can provide an instant litmus test of opinion on the web.





what we do

Core monitoring of activity about clients on the following sites:

- weblogs
- chatrooms
- discussion groups
- personal websites
- pressure group websites

Reporting on:

- an audit of e-reputation on the web
- analysis of shifts in opinion
- alerts to new emergency issues
- stakeholder identification
- immediate scrutiny of public opinion in a crisis
- feedback on public reaction to events, product launches and announcements
- kite-flying and policy testing on-line
- strategic and tactical advice on responding to e-reputational threats



who uses our service

Knowing what people are writing and reading about your organisation is essential for anyone concerned with managing reputation, getting feedback on products and services or those who need to gauge whether their communications are working effectively. Professionals in a wide range of disciplines are increasingly finding net monitoring of value:

- corporate strategy
- corporate responsibility
- health, safety and environment
- internal communications
- compliance
- corporate communications
- government and industry regulators
- financial analysts
- due diligence
- employee relations
- brand development
- public relations
- quality improvement
- business development
- public affairs
- policy and campaigning
- risk management
- investor relations