

# Reputation Audit

Transmission Private is the leading communications advisor to successful individuals and families. We are a global leader in advising entrepreneurs, executives, and their businesses on their online reputation audit, as well as on their most sensitive and important communications needs. We help clients achieve the unexpected through the power of reputation.

## Introduction

How do you and your organisations look online? Your digital footprint, social media presence, and search results are a proxy for your reputation, with the power to make or break your career, business success, and partnerships.

Today, business partners, regulators, lenders, employees, and customers make snap judgements about your reputation based on what they find online, whether that's out-of-date articles, misinformation, or old social media posts.

At Transmission Private, our Reputation Audit team provides senior individuals and their businesses with an investigations-led audit of their reputations, identifying and evaluating known and unknown reputational risks.

We have worked with individuals, Boards, and their organisations to conduct reputational audits, making sure potential risks are identified and appropriate steps are taken to control risk exposure.

## Our service

Our Reputation Audit team prides itself on our ability to deliver sophisticated and in-depth reports that remain unrivalled across the industry.

### Our key services include:

- **Search results.** We evaluate content that can be found about you through search engines, providing an objective snapshot of all the information;
- **Social media content.** We identify content that may have been posted online by you on forgotten accounts. We also evaluate mentions of you on social networks;
- **Media articles, blog content, and forum posts.** We assess media articles – and other online content – about you and your organisations, evaluating whether they might pose a threat to your interests;
- **Rich media.** We evaluate all rich media, including videos and photos, that may pose a threat to your reputation;
- **Leaks and further sources of information.** We conduct deep-dive analysis of further sources of public

information, including employee review websites, donation registers, website domain records, and leaks;

- **Recommendations.** Based on our in-depth audit, we provide clear recommendations to enhance and protect your reputation. We ensure risks are contained.

### Use cases include:

- **Pre-IPO and financing.** It is essential to recognise how you may be perceived by financial stakeholders before starting an IPO or fundraising process;
- **New business partnerships.** When striking new business partnerships and joint ventures, it is critical to understand how potential partners may view you;
- **Regulatory approval.** If you are going through regulatory approval processes, your profile will be subject to high levels of external interest and scrutiny;
- **Smear campaigns.** If you have been subject to misinformation, it is important to understand the depth of this false information;
- **Talent acquisition and stakeholder engagement.** Whether it's potential new employees, the local community, or other stakeholders, it is important to understand the judgements audiences may make about you.

## Our experience

Our Reputation Audit team has supported a range of clients who want to better understand how they are presented online.

### Our recent highlights include:

- Conducting a comprehensive digital footprint audit for the Board members of a FTSE 100 company (\$16 billion market capitalisation) to identify any potential reputation risks to the company, as well as ensuring that the Board members were putting their best foot forward to investors.
- Auditing the online profile of a noted entrepreneur (£400 million) before a fundraise to ensure that his digital profile was representative.

- Conducting a comprehensive audit of a New York executive's profile following a high-profile disinformation and smear campaign, with a view to identifying legal and non-legal routes for the removal of any false material.
- Undertaking a deep audit of an entrepreneur's social media accounts to identify old social media posts that might expose them to reputational risk.

In all cases our work is carried out on a confidential and discreet basis, protecting our client and their interests at all times.

## Our advantage

Our Reputation Audit team prides itself on our ability to deliver sophisticated and in-depth reports that remain unrivalled across the industry.

### Our recent highlights include:

- **Human-led intelligence.** All data is manually evaluated by a professional, providing a level of insight that cannot be rivalled by automated processes.
- **Communications expertise.** As PR specialists, we are able to better understand the underlying reputational risks posed by content than analysts or investigators.
- **Personalised service.** We offer an unrivalled level of client care, building long-term relationships rather than seeing engagements in transactional terms.
- **Recommendation-led.** We constantly think about creative follow-up steps to respond to risks, ensuring your reputation is protected at all times.

## Our company

Becoming a client of Transmission Private is unlike working with any other communications agency. That is because we do not measure our working relationships in terms of weeks, months, or even years, but in terms of generations – with clients returning us to time and time again as and when needs arise. We look to build life-long relationships based on loyalty, trust, and confidence.

Once you become a client of Transmission Private, your reputation becomes the central and sole focus of all our energy, passion, and thinking. Our expert team is mobilised to advance your best interests at all times. We see the world through your eyes, advising you discreetly on the careful steps that you need to take to achieve your highly personal, highly private professional and non-professional ambitions and aspirations.

We are a team of specialist communications experts at your disposal. A single point of contact for all your communications needs, we are your competitive advantage to help you achieve your personal and professional goals.

While some clients may need our support on an ongoing basis, other individuals will request our support at important junctures in their personal and professional careers that may lead to specific communications opportunities and challenges.

*“Recognised as best in breed for family communications, Transmission Private has doubled the number of families it supports in the past year.”*

TOP RECOMMENDED  
**SPEARS500**

*“Transmission Private has carved out a name for itself as a private office that works exclusively with families and family offices, helping individuals manage and control their media interest.”*

**Family  
Capital**

*“The Transmission team look after every part of the family's reputation, advising around the media risk of investments, philanthropic engagement and more.”*

TOP RECOMMENDED  
**SPEARS500**

## For more information

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