

# Online 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

In an increasingly digital world, the digital footprint of successful individuals and executives only continues to increase daily. This online content includes old social media accounts, historic news coverage, and outdated websites.

We have worked alongside some of the world's most successful individuals to identify embarrassing content and remove risks to their reputation online.

Our Reputation Audit team is forensic, technical, and comprehensive. They have the deep research skills necessary to comb through decades of online content, and pinpoint material that may expose you to reputational harm.

The team are specialists, experienced, and deploy the latest technical tools.

## Our service

Our Reputation Audit team acts for clients who are anxious about the potential existence of damaging material, as well as those who want to take precautionary steps.

### Our key services include:

- Deep-dive research on all historic mentions of you and associates online;
- Combing through historic social media content for embarrassing material;
- Identifying connections between you and old social media accounts, websites, and other entities;
- Scrutinising social media accounts of known associates and family members;
- Inspecting all photographic and video repositories;
- Recovering all online content that has since been taken offline;
- Drawing connections between you and content using historic email accounts and other technical data;
- Evaluating the risk posed by all the content uncovered in our research;

- Taking preventative action to remove content where possible;
- Devising strategies to deal with negative or harmful content;
- On-demand crisis management team.

Every client requires a personalised work programme, and it may be necessary to deploy bespoke research activity to deal with special cases.

## Our experience

Our team has supported a wide variety of clients who want to manage their reputation risk.

### Our recent highlights include:

- Conducting a comprehensive online audit for a leadership team before announcing an IPO to identify and remove old material that did not paint members of the team in the best light.
- Completing an audit for a political donor before they announced a large donation that they knew would attract a significant amount of public attention.
- Identifying a number of old websites of embarrassing failed businesses that an entrepreneur did not think could be publicly connected with them, and taking steps to remove them permanently.
- Providing guidance to extended family members of the CEO of a FTSE 100-listed company on the use of social media and taking down old posts that threatened the executive's reputation.
- Finding and rapidly closing old social media accounts for an entertainer that contained embarrassing, and potentially damaging, posts, photographs, and videos.

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

### These events include:

- Sale of a business;
- Acquisition of a business;
- Business crisis event, such as downsizing or administration;
- Making a significant investment;
- Giving a charitable gift;
- Launching a family office;
- Setting up a charitable foundation;
- A substantial career transition;
- A succession event;
- Giving a political donation;
- Joining a new Board;
- Starting a new phase in your career.

## Our team

We blend the high-quality personal, attentive, discreet service that successful individuals expect from a private bank with the up-to-date, modern communications techniques they need to navigate the risks of an increasingly digital world.

We are very fortunate to have built an exceptional team, blending decades of experience both working with the media as well as supporting private clients.

We also focus on hiring from outside of the conventional public relations and communications industry, bringing in talent with experience across private client law, accountancy, public affairs, and family business advisory. This depth of experience enables us to deliver sophisticated yet commercially pragmatic advice.

Our team is at the heart of the business. As a Partner-led business, every client we support has a dedicated Partner looking after all of their work, providing a single, highly personalised, around-the-clock contact point to access all our services and support.

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

**SPEAR'S500**<sup>2020</sup>

“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.

**SPEAR'S500**<sup>2019</sup>

## For more information

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