

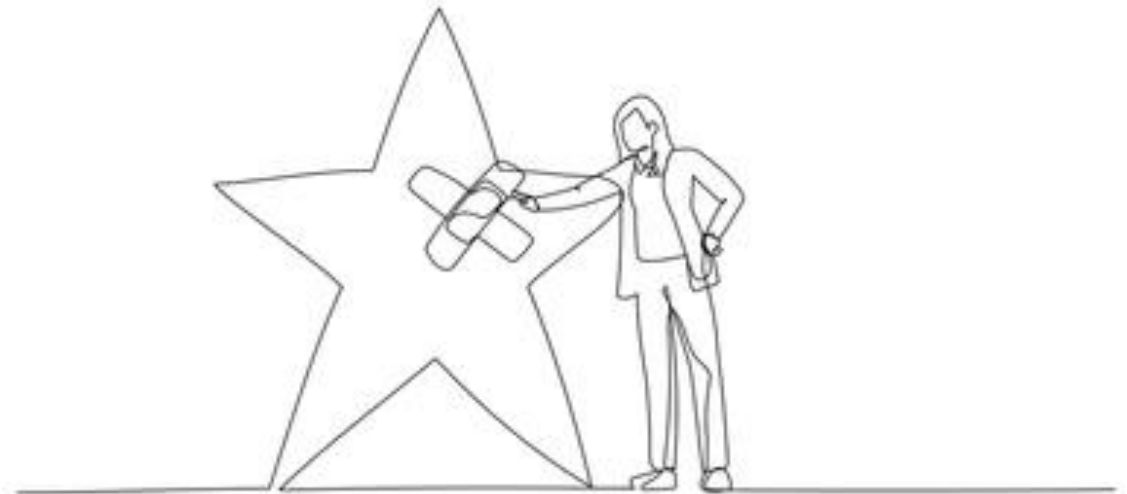


Reputation management in the era of

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Quick exercise...

2004, a mail with unwanted content goes out to one of the main clients of the agency you work for...what do you do next?



Fast forward 2025

POLITICS

The Trump Administration Accidentally Texted Me Its War Plans

U.S. national-security leaders included me in a group chat about upcoming military strikes in Yemen. I didn't think it could be real. Then the bombs started falling.

By Jeffrey Goldberg

On Tuesday, March 11, I received a connection request on Signal from a user identified as Michael Waltz. Signal is an open-source encrypted messaging service popular with journalists and others who seek more privacy than other text-messaging services are capable of delivering. I assumed that the Michael Waltz in question was President Donald Trump's national security adviser. I did not assume, however, that the request was from the actual Michael Waltz. I have met him in the past, and though I didn't find it particularly strange that he might be reaching out to me, I did think it somewhat unusual, given the Trump administration's contentious relationship with journalists—and Trump's periodic fixation on me specifically. It immediately crossed my mind

← Post



Meredith Whittaker ✓

@mer_edith

I wouldn't say that Will and I are battling but I do disagree. Because there are big differences between Signal and WhatsApp.

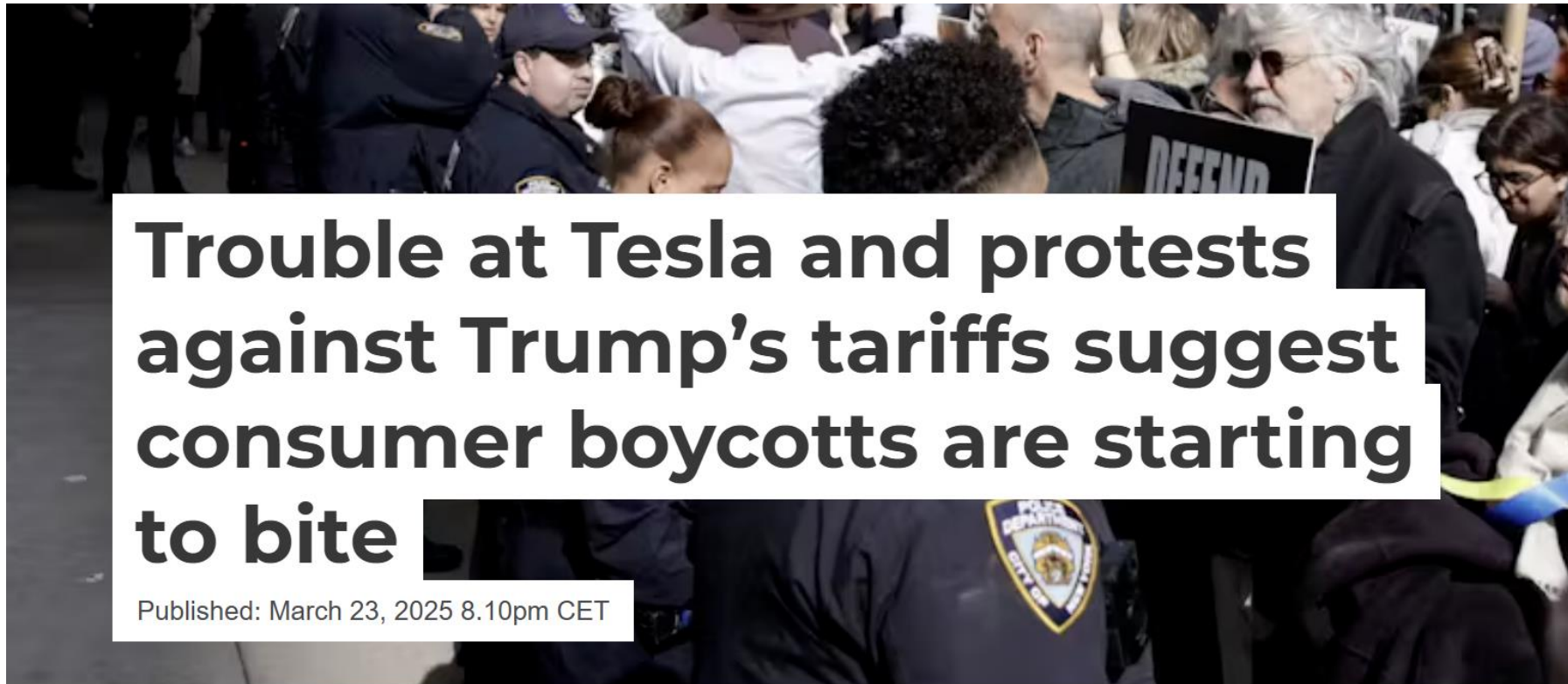
Signal is the gold standard in private comms. We're open source, nonprofit, and we develop and apply e2ee and privacy preserving tech across our system to protect metadata and message contents. Check out <signal dot org slash bigbrother> to see just how little data we are able to provide in response to the subpoenas we're not able to resist.

Now, WhatsApp licenses Signal's cryptography to protect message contents for consumer WhatsApp. Not on WhatsApp for business. Neither consumer nor business WhatsApp protects intimate metadata—like contact list, who's messaging whom, when, profile photo, etc. And, when compelled, like all companies that collect the data to begin with, they turn this important, revealing data over.

Don't misunderstand—we love that WhatsApp uses our tech to raise the privacy bar of their app. Part of Signal's mission is to set, and encourage the tech ecosystem to meet, this high privacy bar.

But these are key differences when it comes to meaningful privacy and the public deserves to understand them, given the stakes. Not have them clouded in marketing.

Lets continue...



**Trouble at Tesla and protests
against Trump's tariffs suggest
consumer boycotts are starting
to bite**

Published: March 23, 2025 8.10pm CET



Today's reputation landscape

Five realities shaping reputation management
today



1. Political Polarization

Nicușor Dan, noul Călin Georgescu pe TikTok? Zeci de milioane de afișări în ultimele săptămâni | 56 ANALIZĂ

Alegeri Prezidențiale 2025

Lucian Mironescu

1 live



Publicat: 19.03.2025 03:30 | Ultima actualizare: 19.03.2025 12:32



'Major brand worries': Just how toxic is Elon Musk for Tesla?

With sales down and electric vehicle rivals catching up, the rightwing politico's brand is driving into a storm



RETAIL · DIVERSITY AND INCLUSION

Target hit with national boycott call over decision to drop DEI initiatives

BY [STEVE KARNOWSKI](#) AND [THE ASSOCIATED PRESS](#)

January 31, 2025 at 1:03 PM GMT+2



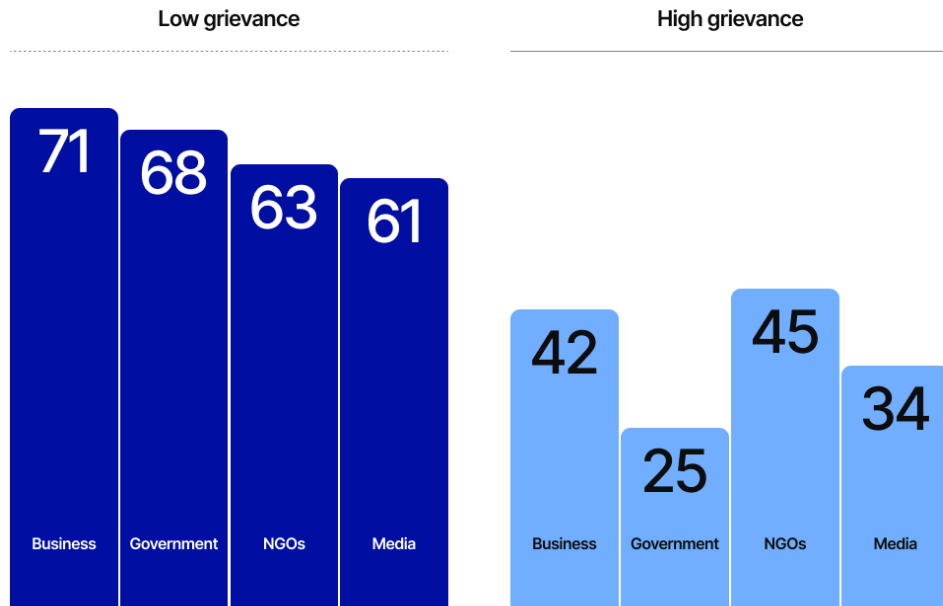
2. Declining Trust

GLOBAL 26 excl. China, Thailand



Grievance Imposes a Trust Penalty

Percent trust, by sense of grievance



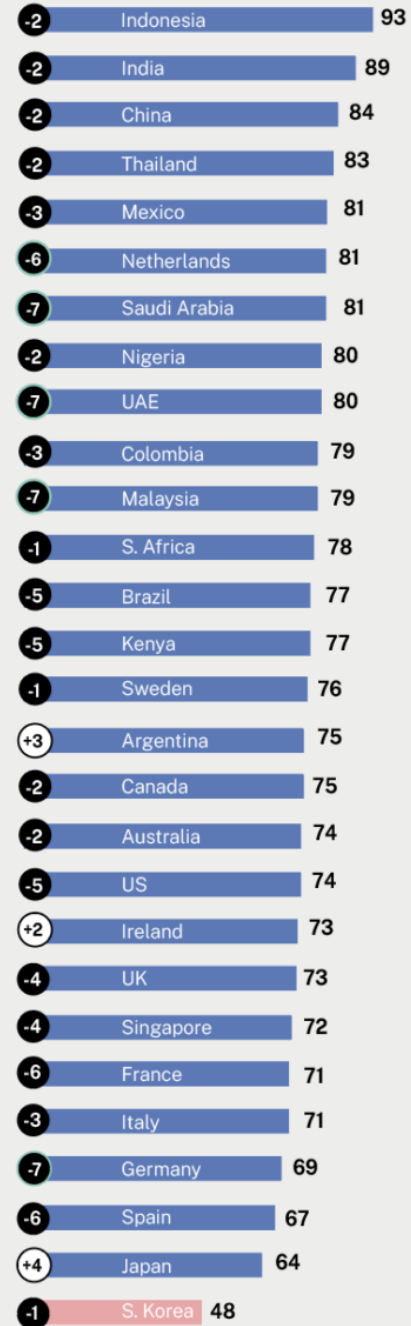
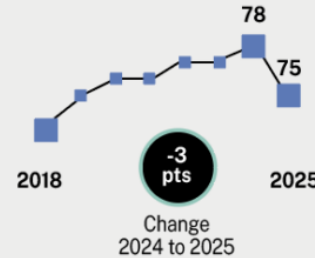
1 UNPRECEDENTED GLOBAL DECLINE FOR EMPLOYER TRUST

The percentage of employees who trust

Global 22



I trust my employer to do what is right



Scan the code to read the full report.

Edelman Trust Barometer 2025

3. We live our lives on social media platforms

Motivul pentru care Elena Lasconi cere închiderea TikTok „măcar cu o săptămână, două înainte de prezidențiale”

Data actualizării: 23.03.2025 20:08

Data publicării: 23.03.2025 19:51



The Validation Economy: How Social Media is Reshaping Our Need for Approval



Ankita Pathak · [Follow](#)

5 min read · Jul 15, 2024

MEDIA

Study: Few People Read What They Share

But what if we share something we didn't read? It's so easy to share information on social media (much easier than in a face-to-face conversation) that we may unthinkingly share an item without even clicking on it. Indeed, a majority of the time (59%), [people posting links on Twitter](#) do not themselves click on the link they share. That means about three out of every five articles you see on Twitter, on average, have not been read by the person who posted them!

Românii sunt printre cei mai activi consumatori de rețele sociale. Ovidiu Ioan Moiescu, profesor UBB: „Social media nu pune la dispoziție mijloace care țin cont de trăsături de personalitate”

De [Lupea Briana](#) | Aleph

4. Shrinking attention span

Gen Z's shrinking attention span

The rise of short-form content on social media has led to irreversible changes in the classroom.



By [Mia Ramirez](#), Spanish Editor

JUN 22, 2024

When TikTok surveyed its users, over 50% of them confessed that when videos are longer than a minute, it stresses them out. About a quarter of the app's users are between the ages of 10 and 19.

5. Compassion fatigue

UnitedHealthcare CEO Shooting: Experts Explain Social Media Response

Published Dec 06, 2024 at 12:33 PM EST | Updated Dec 06, 2024 at 2:18 PM EST

Culture

As LA Fires Burn, Does Empathy Have to Smolder?

Imagine waking up one morning to find that everything you love and worked hard for is gone. There are a few common threads I'm seeing in the negative comments: hatred for celebrities; the belief that only **famous, rich people** and Democrats live in Los Angeles; and a sort of scoffing attitude that people shouldn't grieve lost possessions when their lives are at stake. All of those sentiments are compounded by the social media algorithm, which trafficks in hate clicks and rage-bait and benefits from making us all loathe one another.

Risk communication – definition

Risk communication is the art and science of sharing information about potential threats or hazards effectively, transparently, and clearly to diverse audiences. It involves explaining complex or uncertain risks in a way that empowers individuals and communities to make informed decisions, reduce anxiety, and build trust.

Seven Cardinal Rules of Risk Communication



Accept and involve the public as a legitimate partner.



Listen to the audience.



Be honest, frank and open.



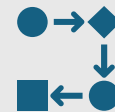
Coordinate and collaborate with other credible sources.



Meet the needs of the media.



Speak clearly and with compassion.



Plan carefully and evaluate performance.

Crisis Messaging

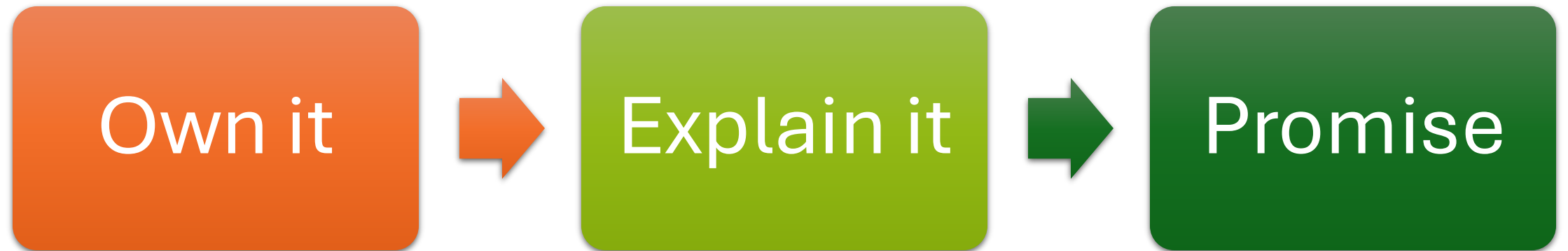
Should be:

- Timely
- Tone-setting
- Two-way
- Compassionate, empathetic
- Apologetic, if appropriate
- Driving to action where possible

Shouldn't be:

- A stonewalling or “no comment”
- Too certain
- Over-reassuring
- Dismissive or unsympathetic
- Rational
-about you

Message structure



Learn to apologies

ACCOUNTS, EXCUSES, and APOLOGIES

*A Theory of Image
Restoration Strategies*

WILLIAM L. BENOIT

TECH

Samsung issues lengthy apology after disappointing profit guidance — read the full statement

PUBLISHED MON, OCT 7 2024-9:51 PM EDT | UPDATED MON, OCT 7 2024-11:09 PM EDT

Dear customers, investors, and employees who have always loved Samsung Electronics.

Today, the management of Samsung Electronics would like to apologize to you first.

We have caused concerns about our fundamental technological competitiveness and the future of the company due to our performance falling short of the market's expectations. Many people are talking about Samsung's crisis. We, who are leading the business, are responsible for all of this.

Customers, investors, and employees.

Samsung, however, has always turned crises into opportunities, having a history of challenge, innovation, and overcoming.

We will definitely make the dire situation we are currently facing an opportunity for a leap forward.

Our management will take the lead in overcoming the crisis.

Above all, we will restore our fundamental technological competitiveness. Technology and quality are our lifeblood. It is Samsung Electronics' pride that we can never compromise on. Rather than short-term solutions, we will secure fundamental competitiveness. Furthermore, I believe that only new technologies that do not exist in the world and perfect quality competitiveness are the only ways for Samsung Electronics to make a comeback.

Second, we will prepare for the future more thoroughly. We will rekindle our unique passion to pioneer the future without fear and to cling to our goals until the end and achieve them. We will re-arm ourselves with a challenging spirit to run toward a higher goal, rather than a defensive mindset to protect what we have.

Third, we will look again at our organizational culture and working methods and immediately fix what needs to be fixed. We will rebuild our traditional organizational culture of trust and communication. If we find problems in the field, we will expose them as they are and have fierce discussions to improve them. In particular, we will actively communicate with our investors whenever we have the opportunity.

Dear customers, investors, and employees.

If we fiercely challenge ourselves, we are confident that we can turn the current crisis into a new opportunity. Please give us your support and encouragement so that Samsung Electronics can once again demonstrate its strength.

Thank you.

A formula for reputation

$$\text{Reputation} = (\text{P} + \text{B} + \text{C}) \times \text{Af}$$

Performance +

Behavior +

Communication

x Authenticity Factor



$$P=R$$

$$E > F$$

$$3P = HC$$

$$S = B+$$

The image features a central white circle with a thick green border. Inside this circle, the text "Time to work" is written in a white, sans-serif font. Surrounding the central circle are several abstract elements: a white zigzag line on the left, a small orange circle at the bottom left, a larger orange circle at the top right, a set of four white diagonal lines on the right, and a large orange circle at the bottom right. The background is solid black.

Time to work

Thank you



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