Organizational Reputation and “Fake News”
What is organizational reputation?

The reputation for an organization consists of familiarity with the organization and beliefs about what to expect from the organization in the future.

Two perspectives of reputation:

- The perspective of the organization and the perspective of the stakeholder
  - Reputation is an intangible asset that allows the company to better manage the expectations and needs of its various stakeholders, creating differentiation and barriers vis-à-vis its competitors.
  - Reputation is the intellectual, emotional and behavioral response as to whether or not the communications and actions of an organization resonate with their needs and interests.
Organizational Reputation

Management of expectations and needs of stakeholders

Organization

Stakeholders

Organizational Reputation

Intellectual, Emotional, behavioral response to needs being met by organization
Organizational reputation is important for several key reasons:

- Provides an unique benchmark by which the public views an organization
- There are a large number of citizens and employees that have an emotional bond with particular public organizations due to their reputation.
- People recommend your public organization, other stakeholder/entities support you, and employees are more aligned with the agencies goals,strategic plans based on the reputation of the organization.
Organizational Reputation: How is it usually formed?

- Leadership
- Performance
- Workplace environment/culture
- Product/services
- Innovation
- Governance/Oversight
Forms of organizational reputation

- Performative reputation: Can the agency do the job? Can it execute charges upon its responsibility in a manner that is interpreted as competent and perhaps efficient?
- Moral reputation – Is the agency compassionate, flexible, and honest? Does it protect the interests of its clients, constituencies, and members?
- Procedural reputation – Does the agency follow normally accepted rules, however good/bad its decisions?
- Technical reputation – Does agency have the capacity and skill required for dealing in complex environments, independent of and separate from its actual performance?
What is organizational reputation in the era of “fake news”?

- Arbitrary
- A public sector organization must make an operational definition for fake news using terms relative to the business it conducts and its stakeholders
- Fake news may be a “new term” but the concept isn’t
- How has your organization operationalized news coverage in the past? How has the landscape changed since then?
Media Literacy and Practical Applications

- The positives in regards to organizational reputation stem from media awareness and monitoring news media through a social media standpoint with tools such as Twitter, Facebook, and other social media outlets to pinpoint and fight for the brand and reputation of the organization.

- Social media is what has brought the implementation of fake news to the forefront, and in this societal era monitoring an organization's reputation through this method is what will help the organizations longevity.
Conclusion

In order for a public agency to acquire and maintain a positive reputation, it is incumbent upon the strategic plan, dimensions of reputations, and behavior. It’s also important to be accountable and transparent about the actions taken by the public agency executive administration that affect the public, stakeholders, shareholders, and etc.


