

## Presidential Candidates Turn to Online Reputation Management

*By Ormny Corp.*

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*Ormny, an online reputation firm, examines the presidential candidates and their online reputation management.*

The Presidential election is coming near and it is time for these candidates to leave a lasting impression. Walter Goodge, Ormny's director of public relations, describes how these candidates utilize online reputation to leverage their campaigns. Walter explains, "There are still many undecided voters spread across the states. In the weeks preceding the election voters are searching the web for more information on the presidential candidates. Some voters are looking for positives about each candidate, meanwhile other voters are searching for 'Why not to pick a particular candidate.' It is important for the presidential candidates to remain consistent, and relevant with their political message."

The 2008 election has shown signs of powerful public relation and social media campaigns. Every candidate has their own MySpace, and Facebook profile. Walter Goodge stresses how social media – and viral marketing can potentially make or break an election. Walter explains, "Social Media has become a pivotal structure in extending marketing boundaries. With social media, a candidate can interact with it's targeted community and streamline positive online reputation."

Online Reputation Management is the process of leveraging PR and social media. Ormny, an online reputation firm, has extensive knowledge on how to minimize unfavorable reports, and broadcast positive reputation. For more information about Ormny's service visit <http://www.Ormny.com> or e-mail [info@ormny.com](mailto:info@ormny.com).

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