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WOMEN &
in • Business • and • Government

celebrating excellence in organisations
titans

Newsletter

“Public relations are a key component of any operation in this day of instant communications and rightly inquisitive citizens.”

Alvin Adams



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[CEO Magazine 14.3](#) is fresh off the press and promises to be a page turner. We have exclusive, fresh perspectives from Weston, Air Mauritius, Endless Life Group

and loads of others - all making for a great read.

The Titans Building Nations and Most Influential Women in Business and Government nominations for 2016 are open! If you know someone (whether it be a friend, colleague, acquaintance or hero) and they are doing an outstanding job in their sector why not give them some recognition? Entry forms are on the [MIW](#) and [Titans'](#) websites. It only takes a few minutes and will mean the world to those who are nominated.



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Facebook Dislike Button on the Horizon

The Facebook creator, Mark Zuckerberg announced in an interview with CNN earlier in September that the new dislike button will be “ready to test soon, and depending on how that does, we’ll roll out more broadly.”

Zuckerberg told media that the thumbs down icon will not stand merely for the dislike of a post but will express sympathy because in his words "Not every moment is a good moment".

The new arrival will mean 3 key things for businesses.

1. Know What Your Audience Wants Less of

Facebook insights provide the reach and engagement of certain posts so that social media managers can deduct what posts are popular amongst viewers and which aren't. Now your audience can give the posts they don't want to see or that they disagree with a thumbs down, making content generation easier and more effective.

2. Good Platform to Ask Questions

Those motoring comments and likes can use the opportunity to interact with dislikers in an attempt to understand the thinking behind their clicking choice. This information will prove valuable in the long-run with marketers gaining instant insight and feedback straight from consumers as they see the posts.

3. False Competitive Dislikes

One must take the good with the bad. Of course there will be those who provide false dislike clicks to: throw off competition or just to be one of those difficult members of society. Either way, separate the genuine from the malicious by following the majority. If you're uncertain use the comment space to ask a direct question to one or more of the dislikers. Use the platform to generate good PR for your brand by addressing the negativity head on. And as usual do not remove any of the comments. Be transparent. Your followers will love you for it. Embrace the interaction whether it be a thumbs up or down - use it to your advantage.



Visit CEO Global

From the Desk of the Editor:

Turning a negative into a positive is key for brand survival – your response will drastically affect consumers, as seen by a study conducted through the



Association for Consumer Research
entitled [When a Company Does Not
Respond to Negative Publicity.](#)

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