

How they use Digital Bodyguarding™

CEO

Today's digital landscape presents many fleeting opportunities and threats for business leaders. Digital Bodyguarding™ allows you, the company CEO, to find opportunities to assert influence and steer public conversation online. The rich monitoring and surveillance software is equipped with real time alerts that allow you to mitigate a crisis.

Many people's first or second impression of you is entirely based on your online presence. A Google search, a Wikipedia article, or Baidu page is likely people's first impression of you. Standard meeting prep and due diligence include online research about you. Investors, partners, perspective employees, and even attendees at an event you host are likely to see what the collective Internet says about you. Furthermore, the internet era requires fast response from business executives as scrutiny and demands for greater transparency become the norm.

Digital Bodyguarding™ includes a software technology platform and personalized service from our security and communications specialists to protect your online reputation and mitigate PR risk. The platform tracks and monitors conversations on search engines, social networks, Wikipedia, and the deep web, keeping you up-to-date with real time information through SMS and email alerts. It allows you to take specific actions to remove negative content through the Right to Forget, takedown notices, and privacy regulations and terms of service.

“ The platform tracks and monitors conversations on search engines, social networks, Wikipedia... „

The personalized service includes one-on-one training sessions and access to protection specialists in our 24-7 war room and our network of lawyers, security experts, and communication specialists. Each business leader has their own communication goals and style, so Digital Bodyguarding™ is a bespoke service that adapts and is customized for each client. Frequent calls to our war room from business executives are about:

- *Optimizing a LinkedIn Influencer update, a blog post, or Twitter account*
- *Mitigating negative content and slander on Google*
- *Security assessments before and during international business trips*
- *Wikipedia advocacy and fact checking*
- *Crafting a fast response to PR crisis*
- *New content and conversations emerging on the deep web about your brand or person*
- *Assessing, configuring, and localizing profiles for other markets such as China, the Middle East, or Russia*

Investor Relations Firm

The plethora of conversation and the multitudes of streams make it hard to find important information in a timely manner, especially if you are representing a large corporation or multiple companies before investors. How do you know what people are saying and reading about the companies you represent, the brands they own, and the key personnel that lead them?

Digital Bodyguarding™ provides a software technology suite and a personalized service from our security and communication specialists. The service has proven to be valuable for investor relation firms, as well as investors ranging from angels to VC, and from PE firms to investment banks who need to obtain real time information about their portfolios.

“ The platform tracks and monitors conversations on search engines, social networks, Wikipedia... ”

The web-based technology suite allows you to setup monitoring and surveillance for your companies, their brands, their products, and their key employees. Daily email updates highlight important changes in the digital landscape:

- *A portfolio company was featured in three articles published in Germany*
- *The CEO of a portfolio company was caught in a scandal that is being discussed on Twitter*
- *The CFO of a portfolio company is organizing a meet-up about a less-than-savory topic*
- *The product of a portfolio company is being used in a popular meme circulating on Reddit and Instagram*
- *The Wikipedia page of a brand owned by your portfolio company was modified to include negative information with unverified sources*

Special alerts via SMS can be configured for urgent topics and weekly PDF reports are sent to assigned managers.

You will have access to our 24-7 war room where security specialists are standing by for your call. With a network of communications experts, web gurus, and legal counsel we provide rapid response and a tailored security solution for you and your portfolio companies. Calls to our war room from investors and investor relations firms are sometimes about these topics:

- *Due diligence and digital profile of a key individual in a portfolio company*
- *Information and advocacy regarding a recently updated Wikipedia page*
- *Removal of a slanderous article that was published on a 3rd party blog*
- *War room strategies for a response to a PR crisis brewing in the deep web*
- *Monitoring conversations for industry keywords to detect new market entrants and their traction*

Ambassador

Geopolitics, culture, and language have always been key elements of diplomacy. Today with the prevalence of a connected world, cyber intelligence and online acumen have become essential to the emerging field of digital diplomacy. In the digital domain, delicate communications must be handled quickly. One of the results of open, uncensored Internet communication is increased scrutiny and demands for transparency from any government entity and its employees. Managing communication about sensitive matters and reputations of key personnel is paramount for a successful consular ministry today.

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The headquarters of Digital Bodyguarding™ are in Geneva, Switzerland, and we have an established physical presence in New York City. Because of our proximity to the UN offices and many embassies, we have a history of working on consular matters with government agencies. Our customers appreciate our discretion, our confidentiality, and our ability to align digital campaigns with embassy objectives in multiple nations.

Our approach to digital diplomacy is based on intelligence with real-time surveillance of search engines, social networks, the deep web, news aggregators, Wikipedia, and other platforms. Digital Bodyguarding™ provides a software technology suite and a personalized service from our security and communication specialists. The service has proven valuable for ambassadors and governmental agencies that need to obtain real-time information about their key issues to proactively intervene and communicate with stakeholders.

The web-based technology suite allows you to setup monitoring and surveillance for your staff, key issues, and sensitive topics. Daily email updates highlight important changes in the digital landscape, for example:

- *Three articles were published about a topic of interest: 1 in Malaysia and 2 in India*
- *Wikipedia page about your nation, your ambassador, or a national politician was modified in the local language*
- *Social media mentions of the ambassador or other consular personnel*
- *The rankings of Google search results for tourism in your country have changed in the local search engine*
- *Malicious photos of the children of a vice-consul are circulating on Instagram and Facebook*

You will have access to our 24/7 war room where security specialists are standing by for your call. With a network of communications experts, web gurus, and legal counsel we provide rapid response and a tailored security solution for you and your portfolio companies. Calls to our war room from ambassadors, embassies, and government agencies are sometimes about these topics:

- *Due diligence about company seeking to do business in your jurisdiction*
- *Digital profile of a key party with whom your embassy is negotiating*
- *Removal or mitigation of a negative content from social networks and search engines*
- *Wikipedia advocacy for key issues and “undo” of Wiki vandalism on national pages and articles about national leaders*
- *War room strategies including draft and publication of rapid response during a PR crisis*

How it works

The web-based tool is hosted on a dedicated, secured website (www.digitalbodyguarding.com) and offers 4 distinct packages. They all start off with an audit and a digital profile, as well as a 1-to-1 training session. They also all offer search engine monitoring, deep web alerts, Wikipedia and other web page tracking, data protection services, and a direct 24/7 emergency line to their digital war room. The bigger the package, the more you can do within each feature. For example, the basic scheme offers search engine tracking for 3 queries in two languages, and the most expensive one gives you the possibility to track an unlimited amount of queries in any country or language in the world.

What they call the “Dedicated” package is the armored Mercedes of online reputation management. You get a dedicated account manager, text message alerts, weekly personalized reporting, and hours of crisis management advisory services.

The idea here is to be safeguarded by innovative technology and advised by experts. And in the end, it all boils down to liking what you see when you google yourself or your brand.

Today, everyone uses search engines to look up people and brands they encounter on a daily basis. What do they see when they google you?

“What do they see when they Google you?,”



Alexandre Gay
Special Ops Manager

Competitive Intelligence and Reputation Management can require out of the box thinking, innovation and a relentless dedication to the mission. Alex spearheads KBSD's special operations and provides the team with over 8 years of specialized digital intervention experience.



Sujati Lo
R&D

Provides technical and strategic oversight and expertise to support KBSD with the latest technologies in the field of SEO and online reputation management. Sujati is an automation addict, always looking for cutting-edge techniques used for cyber-influence and e-reputation.