ILLUSTRATIVE SCENARIO

Reputation planning for defense clients before trial

A coordinated search and privacy plan while counsel directs the legal matter



Illustration

The situation

In this scenario, a defense attorney is preparing for trial while searches for the client's name prominently surface allegations. The client also has professional interests and personal information exposed online. Counsel needs a defined reputation workstream that fits the legal team's priorities.

The approach

1. Document the starting point
Capture agreed name searches, prominent coverage and personal data concerns. Keep a dated record for counsel before proposed online changes.

2. Build accurate professional context
Prepare verified biographical and professional material for the designated reviewer. Case related statements follow counsel's direction.

3. Coordinate the response
Agree on publishing approvals, privacy priorities and monitoring checkpoints around anticipated coverage.

EXAMPLE FOCUS

Before trial

Start planning before renewed scrutiny

Counsel review

Case statements follow legal direction

Dated baseline

Document the starting search presence

PRACTICAL DELIVERABLE

A dated search assessment and an action plan with named reviewers.

How success would be measured

Track approved assets published, eligible privacy requests completed and changes in the agreed searches. A dated report gives counsel a clear view of completed work, remaining exposure and the next decision.

Discuss a client matter

Start with a brief overview and the public links that concern your client.

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