

## **Wired on the Web**

What are your views and experiences about managing your corporate presence on the Web? What makes for an effective social media strategy, in handling both good news and bad?

**David Low**

**CEO**

**Futuristic Store Fixtures**

THE strength of social media is undeniable, given that the world today is wired 24/7. It is imperative to have a Web presence for any entity, especially one that engages in global business. The extent of usage, however, varies across industries.

Futuristic Store Fixtures is largely a brick-and-mortar business where physical facilities and real-time human touch far supersede virtual experience. We have in recent times jazzed up our corporate website to generate greater targeted traffic with refreshing visual treats and news flashes which encourage repeat hits as well as to facilitate search engine optimisation. Interactions with users is restricted only to registered clients as an attempt to control Web activity within corporate boundaries. We have also key administrators to oversee all online portals - corporate website, corporate Facebook page and corporate LinkedIn account - with strict social media etiquette.

For businesses that engage heavily in social media, especially the B2C (business-to-consumer) industry, good online governance and strict protocols are mandatory and key to effective deployment. A team of Web-savvy public relations trained administrators will be needed to safeguard the company's interest and ensure quick turnaround in both seizing opportunities and crisis management.