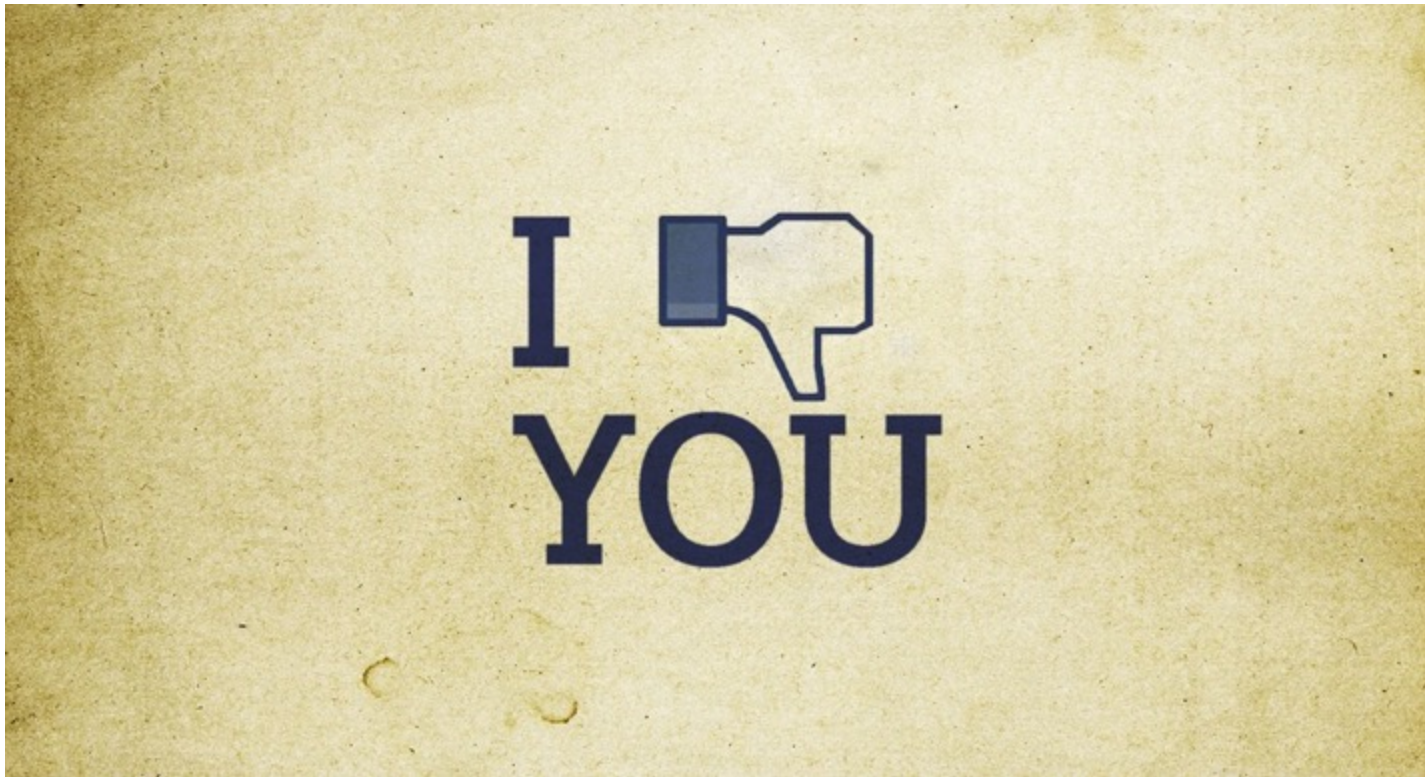




Seizing the challenges of institutional communication



REPUTATION

We are talking nowadays about e-reputation. In the past, the company knew the opinion of its public by conducting opinion polls, and underwent some crises. Today, public opinion is known in real time, good and bad, and crises are multiple and come from all walks of life. Hence the interest for the company to implement a strategic watch on what is said of it!

**Pour Emilia Visconti,
changer l'énergie,
c'est dans le vent.**

C'est en Autriche qu'Emilia a vu une éolienne la première fois. Elle avoue avoir été séduite par son esthétique, sa simplicité et son intégration dans le paysage. Sept ans plus tard, elle n'imaginait pas qu'en qualité d'ingénieur d'EDF Énergies Nouvelles, elle serait en charge de la réalisation de centrales éoliennes comme celle de Campobiano, avec ses 35 turbines assurant la fourniture en électricité de près de 70 000 foyers. Vivant en Italie, mariée et maman depuis quelques mois, Emilia se sent de plus en plus concernée par la protection de l'environnement. « Même s'il n'existe aucun moyen de produire 100 % d'énergie verte, l'éolien offre beaucoup d'avantages : aucune émission de CO₂ et une source d'énergie inépuisable. » Découvrez les histoires de ceux qui changent l'énergie dès aujourd'hui sur edf.com

 **edf**
CHANGER L'ÉNERGIE ENSEMBLE

**Pour Aude Mourrat,
changer l'énergie,
ça coule de source.**

Aude, ingénier chez EDF, a passé presque 4 ans au Laos où elle travaillait à la construction du barrage hydroélectrique de Nam Theun 2, « l'investissement le plus important jamais réalisé au Laos ». Bientôt, celui-ci approvisionnera en énergie renouvelable la Thaïlande et le Laos. Cette voyageuse éprise de cultures nouvelles ambitionnait d'être une actrice du changement, « je voulais travailler dans une entreprise où j'aurais la possibilité de limiter l'impact sur l'environnement des activités industrielles. Nous avons par exemple réhabilité tous les lieux impactés par le projet afin de respecter le cadre de vie des populations locales. » Découvrez les histoires de ceux qui changent l'énergie dès aujourd'hui sur edf.com

 **edf**
CHANGER L'ÉNERGIE ENSEMBLE

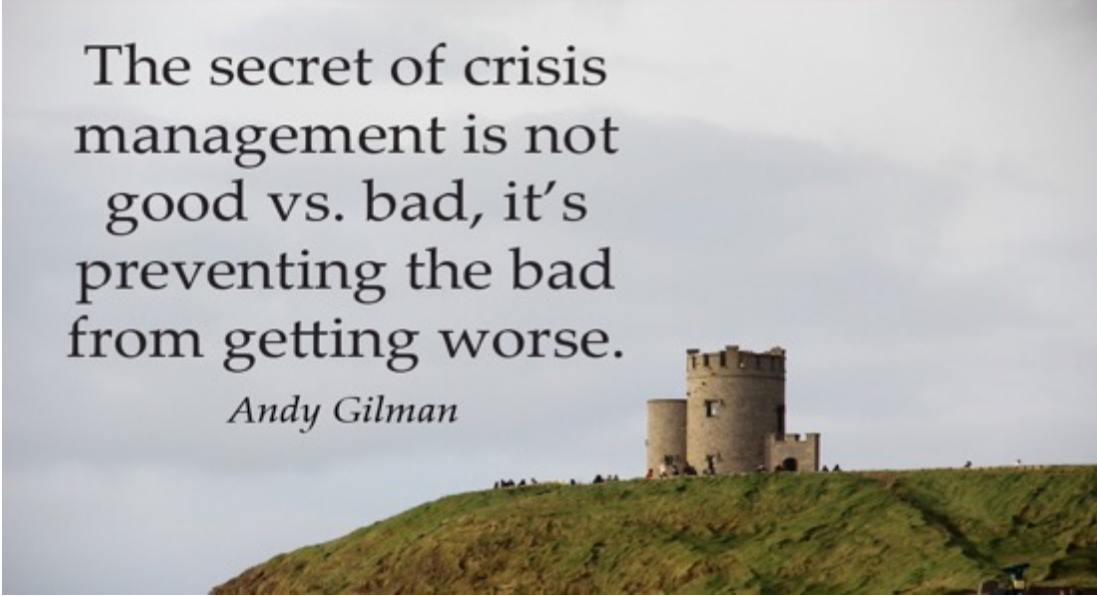
REPUTATION

Employees, actors of the e-reputation of their company are at the origin of diffusion of harmful information, voluntarily or involuntarily (for lack of knowledge of the uses and practices of the social media). It is therefore essential to make employees aware of the digital challenges of the company. Some companies use their employees as their ambassadors via a community of fans.



REPUTATION

The e-reputation of a company is formed by the actions of Internet users: comments, opinions, exchanges and recommendation of information, collective actions and conversations within virtual communities. Internet users now have a huge way of putting pressure on businesses, whether consumers, customers, etc. It has indeed become easy to mobilize anyone in the world in a matter of minutes to undertake a media action against a company. Moreover, with the advent of smartphones that can record anything (photo, video, audio), Internet users will increasingly be at the origin of crises and their amplification on social networks.



The secret of crisis
management is not
good vs. bad, it's
preventing the bad
from getting worse.

Andy Gilman

REPUTATION

The media are often the propagators of corporate crises with the origin of the publication of information, a survey of the company ... Their power is such that the information broadcasted by the media is automatically in first position on Google.

**In case of
social media crisis**



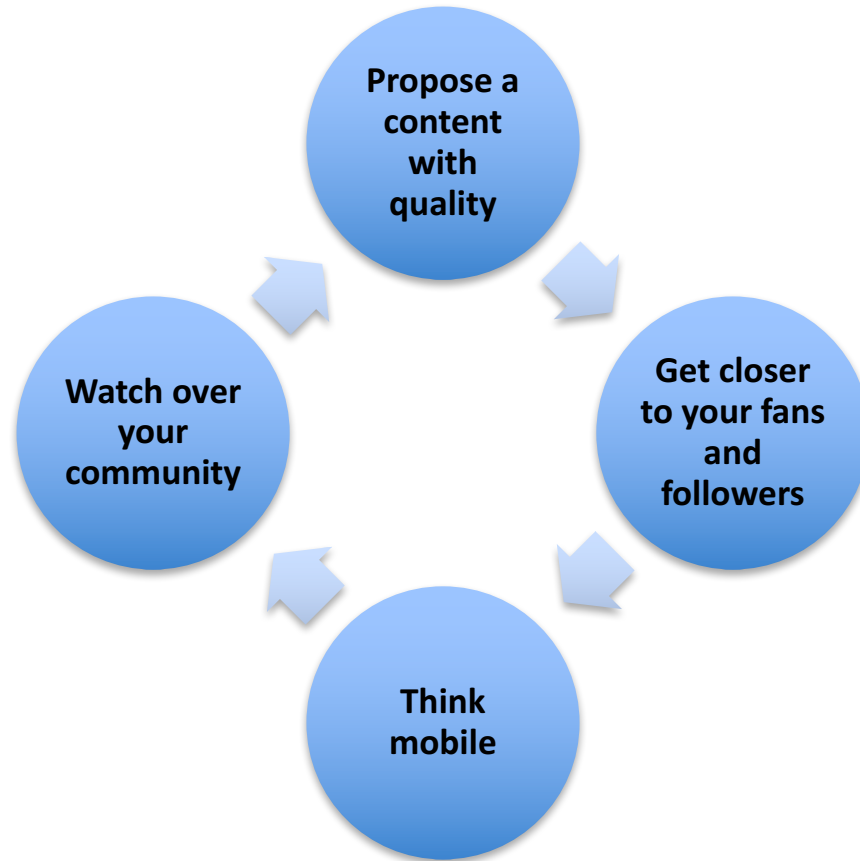
think before tweeting

REPUTATION

Influencers are the new opinion leaders. True emitters of content, they make the rain and the weather on the Internet.

REPUTATION

How to treat it?





BRAND IMAGE

Brand image refers to the public's perception of a company, its products and its brands. Consumers get an idea of a brand based on their different personal experiences or impressions that are suggested to them, either through messages conveyed by the media or by their relatives. This is why the image "perceived" by the public sometimes differs from that which the company has of itself or that it strives to convey. However, it is up to the company to influence this perception favorably.

BRAND IMAGE

When it comes to creating a brand image, it is important to start by clearly defining the objectives, to develop a corporate strategy and, above all, to ensure permanent control of the coherence of all the elements that make it up.

Many components are used to create a brand image of a company, and each one must be carefully studied:

- The product or service, by its form, its characteristics, its price and its ingenuity is the first actor of the image of a company.
- The company shapes its brand image in particular by the name and the visual identity that it chooses to give to its company and its products, as well as through its distribution network.
- The image is also created based on the history of the company, the vision and values of the leaders, the know-how, the strengths and weaknesses of the company, the buying and selling experience.



BRAND IMAGE

Associated with products, branding creates value for the consumer.

Associated with the company, the brand image creates value for the company.



NOTORIETY

The primary purpose of the communication is to publicize its products / services and its business.