

META

IMAGE MANAGEMENT

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KAPIO Conference in Wichita, Kansas

May 30, 2019 ([/blog/2019/5/30/kapio-conference-in-wichita-kansas](#))

Meta Image Management would like to thank the Kansas Association of Public Information Officers for inviting our very own Mat Droge to speak at the annual PIO conference. As a resource for attendees, Meta has provided notes from the presentation below. Droge spoke on the topic of Image and Brand Management to Public Information Officers from around the State of Kansas in May 2019.

KAPIO members will have the opportunity to receive discounted image management consulting rates throughout 2019. **Additional links and resources listed at the bottom of this article.**

***"It's about relationships.** The connection between an organization and its community, it's that connection that drives support and pulls organizations through crisis. Meta Image*

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Management is a connection builder, and **brand management is the foundation.**"

- Mat Droge

Is it marketing?

While branding and marketing go hand-in-hand, they are different. Marketing is getting people to buy a product, service, or idea and branding is the distinctive elements used to identify a particular item. Some of these elements include personality, style, color, font, and more. Because the branding of an organization is vital to future success, it is important to manage properly.

A properly managed brand reflects the core values of the organization, creates customer loyalty, bolsters credibility, and helps mold perceptions.

Personality

At the heart of any properly managed brand, there's personality. Personality can help patrons connect with an organization because it is the voice and the essence of an organization.

Describe the personality of the brand using the following graphic. The things you describe should be the same as the things the organization wants you to associate with their brand. Image is courtesy of the Geary County Schools Marketing and Media Relations Department.



Style

Branding is also the tone, look, and feel of an organization. How does the organization speak, write, respond? This distinctive element can encompass a lot and the need to manage it falls to nearly all employees of an organization.

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Color

Another important aspect of branding and image management is color. The colors you choose can say a lot about an organization, and it's important to define those colors and use them consistently. Once an organization has defined a set of approved colors, make sure their color codes with samples are available for the entire organization to use. Color is generally a significant portion of an image and style guidebook.

A properly managed brand is more than personality, style, and colors. It's the entire experience. Because of this, a properly managed brand can mold customer perception and increase the perceived value of the organization.

Brand Associations

The things that patrons are likely to associate with your brand are key. These associations can be both positive and negative, which means knowing what they are is important. How do patrons see the organization? How can the organization influence what associations patrons make? One tactic that the Riley County Police Department used as part of their #TwitterCop program ([#TwitterCop - A Case Study](https://www.metaimagemanagement.com/blog/2019/1/2/twittercop-a-case-study) (<https://www.metaimagemanagement.com/blog/2019/1/2/twittercop-a-case-study>)) was placing strategic screen savers in the background of interviews. Because the department wanted #TwitterCop and the agency to be associated with strong values and standing up for those that can't stand up for themselves many photos of #TwitterCop's office will contain a version of a Captain America related screensaver. *Image of Mat Droge supplied through the Kansas State University Collegian AML campaign.*



Entire Experience

Since brand management can find its way into all areas of an organization, it

becomes everyone's responsibility. So whether you are the brand manager or not, you should be concerned with dirty company cars, drab lobbies, unprofessional communications, inconsistent graphics, and web-content or anything that creates negative associations or perceptions.

Your organization's branding is a promise to your patrons, and it reflects on staff as well as the organization as a whole.

Where to Start

The first step in implementing a brand management program is to evaluate where your organization is at. This can be done in-house or through a third party company or consultant, like Meta Image Management. Some of the things Meta looks for during these evaluations are consistency, design, messaging, values, and more.

Next, define your brand and know your audience. Why does your service or product exist, and who does it exist for? Knowing your brand and who your brand is for is key to an efficient communications and branding program.

Consistency is Key

If nothing else, implementing a culture of consistency as it related to brand management will help take your organization to the next level. Be consistent in design elements, messaging, and style. And then protect your brand from unauthorized modifications. While being consistent, also remember to evolve so that your organization remains relevant.

Tips for Success

Be your brand - Are you and your organization living the perception you are creating? Make sure the answer to that question is yes.

Be proactive - It's easier to manage a brand than it is to repair a brand.

Collect and Link Accounts - This will prevent parody and off-brand accounts from being created.

Seek Assistance - Working with a brand management consultant, such as Meta Image Management, will help set your organization up for success. Meta assist through the process and can conduct evaluations and work with organization leadership and communications professionals to create a phased approach to upgrading any brand. Contact Meta today and inquire about Image Management services.

Meta Image Management

Make sure to comment, follow, like, and subscribe! Many free communications resources are provided regularly throughout the following social media platforms. Be meta and see your organization or personality featured on our social media accounts.

YOUTUBE - COMING SOON

The **Meta Image Management YouTube**

(https://www.youtube.com/channel/UCsWestS-kXxccEt_0IRyYBA) channel will provide regular content for communications professionals and more. Learn tips and tricks of the trade, check out reviews on equipment, and find how-to videos on many aspects of modern communication. Subscribe today and be notified of videos as they are posted.

FACEBOOK

The **Meta Image Management Facebook Page**

(<http://www.facebook.com/metaimagemgmt>) is a place for communications professionals to learn, share, and network.

Are you a communications professional looking to connect with other professionals around the globe? Join the "**Meta - A Communications Group** (<https://www.facebook.com/groups/MetaCommunicationsGroup/>)" sponsored by Meta Image Management. This group is a place for communications professionals to learn, share, and support.

INSTAGRAM

The **Meta Image Management official Instagram**

(<http://www.instagram.com/metaimagemgmt>) showcases work and offers a glimpse of the quality products produced for organizations like yours.

The **Meta Photo Instagram** (<http://www.instagram.com/metaimagephoto>) is a creative outlet and is used to highlight some of the work produced at Meta.

LINKEDIN

Follow **Meta Image Management on LinkedIn**

(<https://www.linkedin.com/company/33301069>) for a look at the business side of managing image. Check back often for resources geared toward owners, managers, communications professionals, and organizational leaders. This group is a place for organizational leaders and communications professionals to learn, share, and network.

TWITTER

For a quick digest of everything Meta Image Management, follow **@MetaImageMgmt** on Twitter. Get updates about new website content, offers, and communications resources. Get an inside look at the company and be meta.

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