

BUILDING TRUST ONLINE

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PERIPHERAL COGNITIVE PROCESSING



Quick decisions on trust based on small details or impressions ¹

For example, having a “good feeling” about someone because they went to the same school as you

TACTICS THAT APPEAL TO PERIPHERAL COGNITIVE PROCESSING



Have an appealing, professional profile picture²



Find people with similar interests and backgrounds



Engage in discussion about popular topics

CENTRAL COGNITIVE PROCESSING

In-depth assessment of information and a slower decision-making process¹

For example, doing research on your subject before coming to a conclusion



TACTICS THAT APPEAL TO CENTRAL COGNITIVE PROCESSING



Use one profile picture across all social media³



Ask supervisors to endorse you via LinkedIn



React to information you want to share with followers



Stay confident and respectful during online debate



Share messages that show your beliefs²

TRUST DOESN'T MAGICALLY APPEAR:
IT STARTS WITH YOU.

1. Flynn, T. (2016). You had me at hello: How personal, developmental and social characteristics influence communicator persuasiveness and effectiveness. *Research Journal of the Institute for Public Relations*, 3(August), 1-11. Retrieved from <http://www.instituteforpr.org/wp-content/uploads/Terry-Flynn-2.pdf>

2. Jinks, R. (n.d.). 10 tips to make your personal social media bios stand out [Web log post]. Retrieved from https://www.articulatemarketing.com/blog/personal-social-media-bios?ref=quuu&utm_content=buffer248e8&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

3. Wilschke, J. (2016, July 11). Why your profile pictures need to be the same. Retrieved from <http://addisonavenuemarketing.com/be-consistent-with-profile-pictures/>