Facility Communications: Online Reputation Management Guidance and Best Practices

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Online Reputation Management

As your facility continues to grow, so does its digital presence and the responsibility we each have to protect our legacy and maintain our online reputation. Our facilities' most common platforms for social media engagement and reviews include Facebook, Google, and Yelp.

Following are best practices and tips designed to support your efforts to effectively respond to online reviews and manage the escalation process, as necessary.

Roles and Monitoring Cadence

Monitoring comments regularly is best practice, which may be a shared responsibility of one to two people on your team. Keeping close tabs on reviews and feedback from our communities will enable timely responses or potential escalation, as appropriate.

The cadence you choose to monitor for comments should align with your posting schedule and reflect the amount of user activity and engagement received. Typically, this is every 24-48 hours.

Encouraging Reviews

When patients or families share kind words or express gratitude, either online or in person, encourage them to leave a review on your preferred online review platform.

Include a simple prompt on the front desk or bulletin board, such as: "We want to hear from you. Please leave us a review."

Provide a link or QR code to ensure the person reviews the correct facility location on your desired platform/s.

Tone and Anticipated Commentary

When moderating and engaging in online conversations, our brand voice must be reflected, regardless of whether it responds to positive or negative commentary.

If a negative comment is posted to your facility's pages, or if the post includes a mention of it, consider a templated response that acknowledges the person by name, addresses concern, and offers a phone number or general email address to gain additional information about the situation. A single acknowledgment and channel to continue conversation offline will typically address the issue without continued negative commentary. It is advised to post one reply only whenever possible.

If comments include the following, please feel empowered to hide and/or remove them:
- Spam
- Plainly false claims
- Graphic/explicit language

Nuances by Platform

Facebook

A chart or tracker is an effective tool to keep track of previous and incoming comments and responses. Keeping this resource current can be helpful inspiration for responding to new comments and building off previous ones.

See the example tracker below as a starting place, which can be maintained via a simple Microsoft Excel or Word document.

| DATE	COMMENT THEME	COMMENTER	COMMENT	PROPOSED REPLY
Month/Date/Year	Complaint	Jane Doe	Worst place ever!! I'll never come back	Hi [NAME], Thank you for your review. We regret to hear that you had a negative experience with us and have alerted our management team about your experience. Should you wish to discuss this further, I encourage you to reach out to our administrator at [FACILITY PHONE].

Google Reviews

Google continues to be a central platform for people looking for more information about our brand and facilities. The accuracy of each facility's location, address, and contact information is an important element of our brand and how we show up in the community. Be sure to review your Google page to ensure all your location/contact information is accurate. Instructions for accessing your Google Business page and making adjustments to it can be found here.

Additionally, you can report behavior that you consider to be a violation of Google's Terms of Service or program policies. Violations include:

- Spam, malware, and phishing
- Violence
- Hate speech
- Terrorist content
- Harassment, bullying, and threats
- Sexually explicit material
- Child exploitation
- Impersonation
- Personal and confidential information
- Illegal activities
- Public streaming
- Copyright infringement
- Content use and submission

To report abuse within a Google Review, click the three dots at the right of the review itself. Select "Report Review" to submit any reviews that incorporate one or multiple of the violations listed above.
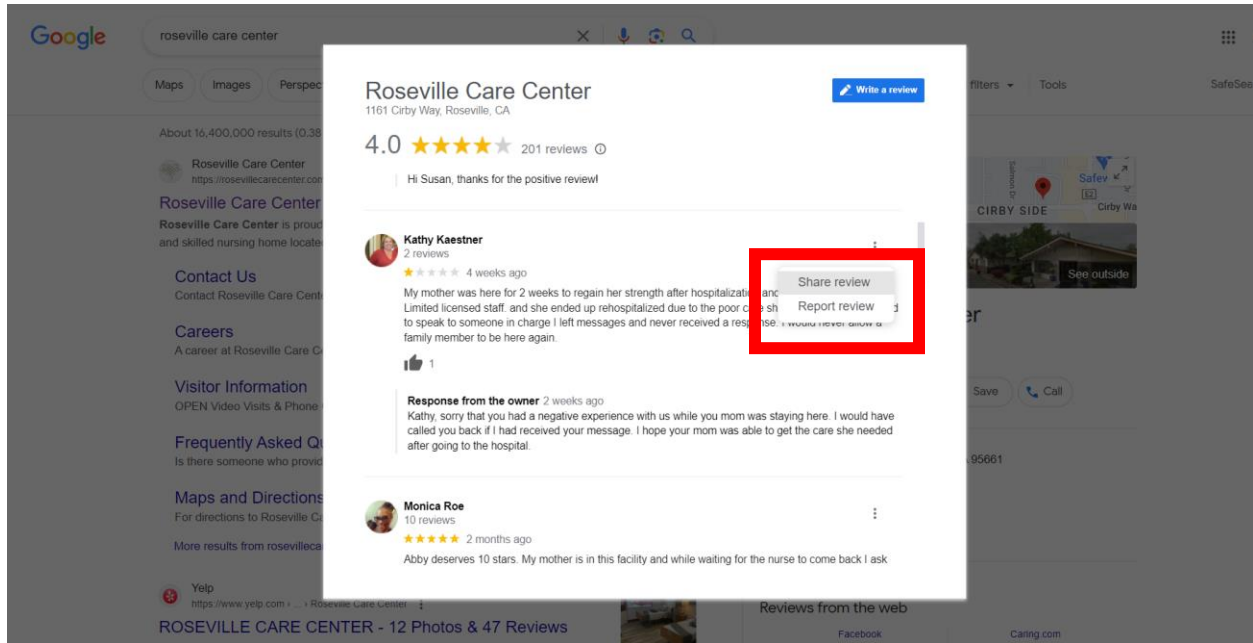
Yelp.com

PACS has a contract with Yelp that allows us to go through and clean up each facility page. The platform has changed its functionality to report reviews in recent years and PACS has historically experienced difficulties in the past creating new listings for facilities.

If you need assistance flagging reviews that violate Yelp's engagement policies, or setting up or updating your Yelp page, contact our Social Media Manager, Francis Banks (francis.banks@pacs.com). To contact Yelp directly with any specific questions or concerns, their hotline is also available during business hours at 888-717-0532.

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