

PROTECTING YOUR REPUTATION: THE HOW & WHY OF MANAGING YOUR ONLINE BRAND

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REPUTATION MANAGEMENT

Responding and Engaging via Social and Review Channels

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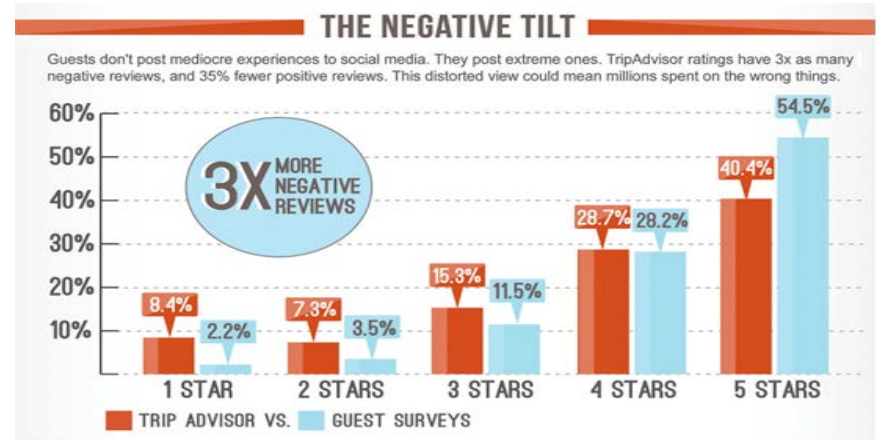
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WHY do you need to worry about Online Reputation Management?

- 93% of people find reviews important when determining which resort they visit.*
- 53% of people would not book without having a guest opinion about it.
- Negative reviews have a heavier weight in guests' ratings compared with positive reviews; in other words, guests with bad experiences have a bigger impact on overall rating scores because they give very low grades.**
- 62% percent of TripAdvisor users agree that seeing resort management responses to reviews generally "makes me more likely to book."



* TripAdvisor user survey

** Study by Cornell's School of Hotel Administration

I'm overwhelmed. How do I choose?

- Create audience personas based on marketing data and matching with channel demographics
- Build strategy per channel based on how they affect reputation and revenue goals
 - TripAdvisor strategy focuses on reacting as well as incentivizing
 - Instagram strategy focuses on proactive sharing and engaging

I have a small (or nonexistent) staff. Who's in charge of responding?

- If resources are slim and teams are small, empower a group of employees to own channels and responses
- Draft talking points or sample responses for staff so messaging stays consistent across all channels
- Respond to reviews within 24-48 hours. Set aside 15 minutes each day (or every other day) to tackle
- Create a content calendar for proactive initiatives.

Incentivize

- Allows brand to grow share of voice as well as more directly affect conversation
- Not just an external strategy
- Does not have to be discounts

TACTICS

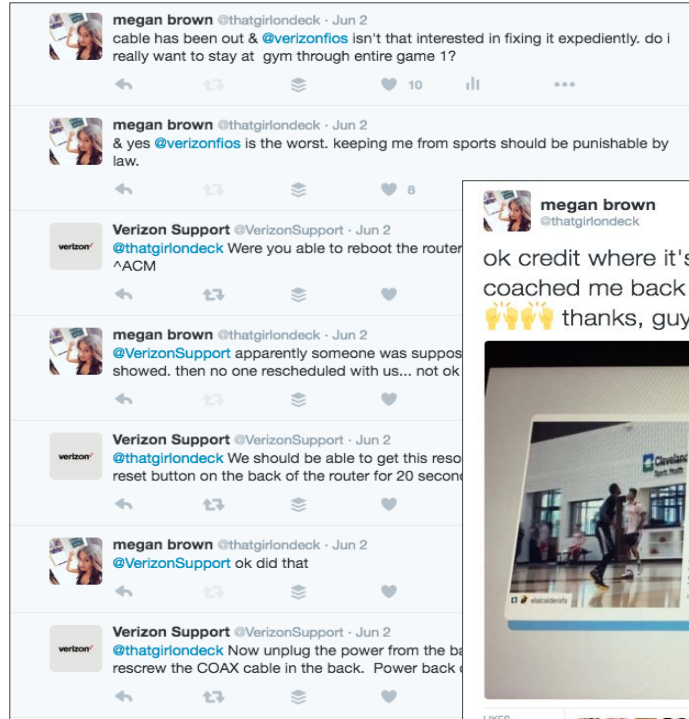
- Surprise and delight
- Added value
- Calls-to-action



Negative

NEGATIVE + TRUE

- Determine who is best to respond
- Respond quickly
- Be polite
- Be honest
- Provide a solution or notify that you are working on a solution



Negative

NEGATIVE + UNTRUE

- Get the facts
- Determine if you should respond
- If you respond, provide facts in a polite and non accusatory manner

The screenshot shows a Yelp review and response thread. The review, dated 9/10/2010, is a 1-star review with the text: "I have gotten 3 Private messages from Samy asking me to provide a receipt for this meal. I do not like to be bothered by the owner of an establishment telling me I lied. I did in fact eat here, and I didn't like it that much." It has 1138 "Useful" votes and 286 "Funny" votes. A response from Samy B. of Amy's Business Owner, dated 9/2/2010, reads: "9/2/2010 · I have not contacted you... life!! You are INSANE!! I have only c... YELP.Perhaps it is the little voices in... scaring you. I am not trying to scare... to PROVE to everyone you were lying in your 'fake review' and you are still lying. You have never been to ABC. You were never a customer. Just admit it and be quiet!!! [Read less](#)".

Another response from Robert Wagner, dated September 21 at 10:40am, says: "Robert Wagner Whole foods Market chain has sold out to Monsanto, boycott this evil. Like · Reply · September 21 at 10:40am".

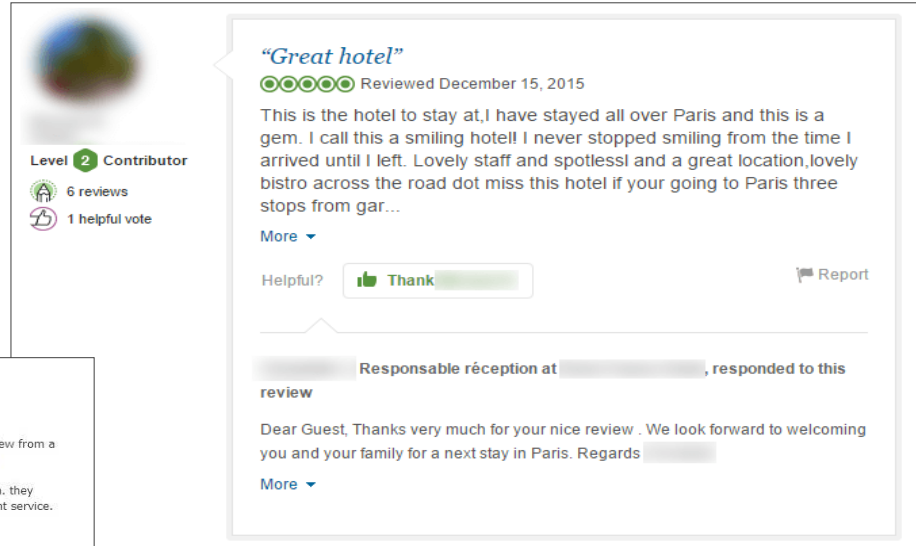
A response from Whole Foods Market, dated September 21 at 9:25pm, says: "Whole Foods Market This is a 3yr old rumor that is not true. We believe you have the right to know what's in your food, which is why we have announced GMO labeling for our stores. Find more info at <http://bit.ly/1sgsJ4o>". Below this is an embed for "GMO: Your Right to Know" from WHOLEFOODSMARKET.COM.

A final response from Robert Wagner, dated September 22 at 11:48am, says: "Robert Wagner Then I apologize, I am sorry for the posts. I tried to verify this story and it came up as 'positive' and I believed the test results and acted there on. Again let me apologize for my actions and words. Like · September 22 at 11:48am".

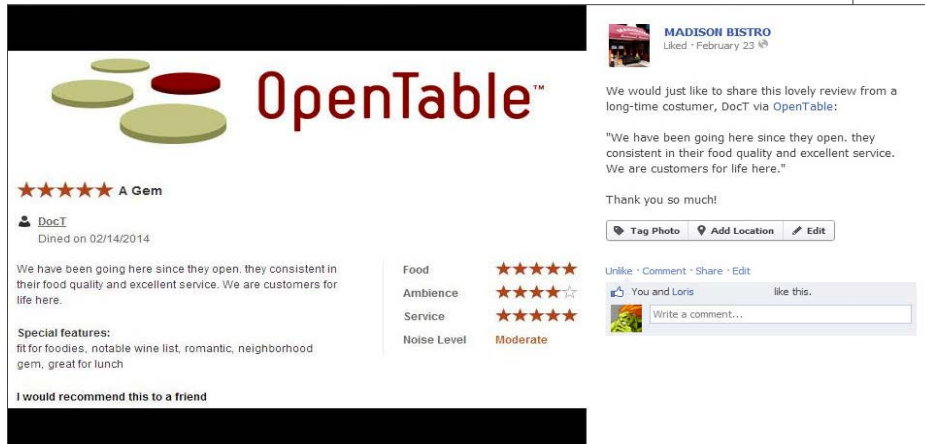
DO NOT ENGAGE WITH CRAZY.

Positive

- Do not forget to recognize and appreciate
- Highlight and leverage when appropriate
- Reward and encourage return visits



A screenshot of a TripAdvisor review for a hotel. The reviewer is a Level 2 Contributor with 6 reviews and 1 helpful vote. The review is titled "Great hotel" and is dated December 15, 2015. The text of the review reads: "This is the hotel to stay at, I have stayed all over Paris and this is a gem. I call this a smiling hotel! I never stopped smiling from the time I arrived until I left. Lovely staff and spotless! and a great location, lovely bistro across the road dot miss this hotel if your going to Paris three stops from gar...". Below the review, there is a "Helpful?" section with a "Thank" button and a "Report" button. A response from the hotel is visible below the review, starting with "Responsible réception at [redacted], responded to this review". The response text reads: "Dear Guest, Thanks very much for your nice review . We look forward to welcoming you and your family for a next stay in Paris. Regards [redacted]".



A screenshot of an OpenTable review for Madison Bistro. The reviewer is DocT, who dined on 02/14/2014. The review is titled "A Gem" and is dated February 23, 2014. The text of the review reads: "We would just like to share this lovely review from a long-time costumer, DocT via OpenTable: 'We have been going here since they open, they consist in their food quality and excellent service. We are customers for life here.' Thank you so much!". The review includes a rating of 5 stars for Food, 4 stars for Ambiance, 5 stars for Service, and a Moderate noise level. The reviewer also includes a photo of the restaurant. Below the review, there is a "Tag Photo" button, an "Add Location" button, and an "Edit" button. A comment section is visible below the review, with a "You and Loris" button and a "like this." button. The comment text reads: "Write a comment...".

Crisis Preparation

- Allows team to prepare a cohesive plan to align messaging across the business
- Enables swift response that directly addresses issue
- Honesty = Authenticity
- Creates protocol for when issues should be escalated to managers departments or stakeholders

The image shows two screenshots of social media posts. The top screenshot is a Facebook post from Southwest Airlines, dated July 22. The text of the post reads: "Southwest Airlines confirms emergency responders at New York's LaGuardia airport are assisting with an evacuation of #flight345 after the Boeing 737 arrived this evening from Nashville. We will provide further details when available." Below the text are interaction options: "Like · Comment · Share" with a notification icon and "1,151" notifications, "4,987 people like this.", and "Top Comments". A comment box is visible with the text "Write a comment...". Below that, a comment from a user says: "I love that Southwest actually comes out and tells us first without waiting for pressure from the media." with "449" likes and "5 Replies". Another comment says: "I was on the flight and would like to say that so far we are all okay! Thanks for the prayers!" with "725" likes and "32 Replies". A "View more comments" link is at the bottom.

The bottom screenshot is a tweet from Southwest Airlines (@SouthwestAir) dated July 22. The text of the tweet reads: "Standby for more information regarding #Flight345 BNA-LGA. We are gathering details and will post a statement soon." Below the text are interaction options: "Collapse", "Reply", "Retweet", "Favorite", and "More". The tweet has "424 RETWEETS" and "38 FAVORITES". At the bottom, it says "6:17 PM - 22 Jul 13 · Details".

Thank you!

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