

Review and Reputation Management

The slide features several decorative elements: a large light green circle behind the word 'Review', a solid light green circle behind 'and', another solid light green circle behind 'Reputation', a solid light green circle to the right of the title, a solid light green circle to the left of the presenter's name, a solid light green circle behind 'Acorn', and a light green outline circle behind 'President and Co-Founder'.

Presented by:
Lisa Kolb

Acorn Internet Services, Inc.
President and Co-Founder

What we will Cover



- Why you need to Monitor your Reputation
- How to Monitor your Reputation
- Tools to Help you Monitor your Reputation



Why Monitor your Reputation

You might be thinking.....

- I am a small property
- I'm not involved in Social Media
- My Guests are older, I doubt they are into Social Media
- All my Guests Love Me!
- My Guests tell me they had a great time!

Why you need to Monitor your Reputation!

- Do you see your guests with these electronics?



Why you need to Monitor your Reputation!



- Have you ever had a Guest Review you on one of these... or others... and have you read them all?
- An easy place to start is your Google Local Listing!

And That's
Just the Tip of the
Review Iceberg!





Why you need to Monitor your Reputation!

- Social Media Platforms that incorporate Reviews, Comments and Check-Ins are all designed to let you guests TALK ABOUT YOU!
- It's True!

What Happens at your Inn stays...



And 100's other Social Media Sites that your Guests Might be Using...

Why you need to Monitor your Reputation!

- In the time we've spent so far in today's presentation, one of your guests could have...
 - Taken Photos and Video of your Inn, Breakfast, Grounds, Rooms, etc.
 - Posted those Photos and Video on Facebook, Twitter and over 100 other social media sites
 - Written a Review (with images and/or video) on Trip Advisor, Yelp or other review sites

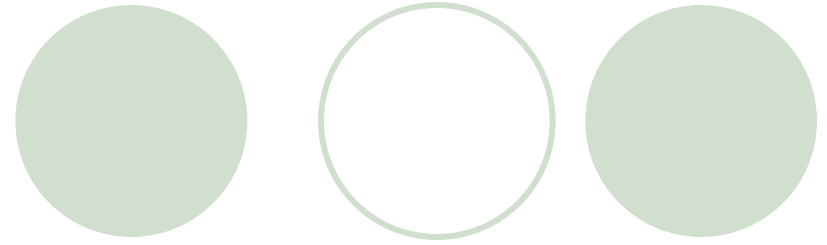
Why you need to Monitor your Reputation!

- Whether you have chosen to participate in Social Media for your Inn... *AND YOU SHOULD BE!* Your Guests ARE!
- If your Employees Blog, Facebook, Tweet or participate in any type of Social Media, the things they share can impact your business.

**If you DO NOT know what is being
said about your property, you
cannot react to it!**



Where to Start?



Search the Web

- Search Everything
- Search for Blogs
- Search Discussions
- Search Videos
- Search Images
- Search Recipes

Google Personalization: Make sure you are Logged out of your Google Account and you've Cleared your Cache / Cookies (EduByte .009)

Where to Start? Continued

- Search Social Media

- Twitter

- @connect
 - #discover
 - Mentions
 - Tweetbeep.com

- Facebook (search Google)

- Additional Tools

- SocialMention.com
 - WhosTalkin.com

Where to Start? Continued

Let the Alerts COME TO YOU!

- Google

- <http://www.google.com/alerts>

- Yahoo

- <http://help.yahoo.com/l/us/yahoo/alerts/>

Deal with Comments

- Both Positive and Negative!

When Responding

- Be Honest
- Be Fair
- Be Transparent
- Be Responsive

And Remember – What you say will be seen by the world!

- Respond to ALL Negative Reviews
 - But use your best judgment...
- Respond to at least **SOME** Positive Reviews *You've earned it!*

Companies that we know permit responses: Google and Trip Advisor
Note: Google Mgmt Responses are not currently seen on Mobile Devices.

When Responding to a Negative Review

- Take a deep breath and count to 10!
- Re-Read the Review a few times. Is there any validity in what is being said? *Be honest...*
- Choose your response carefully, what you are about to write is as much for all future guests, as it is for the guest who wrote the review.
- Admit any mistake and say how you'll do better or fix the situation.
- Take responsibility when appropriate.
- Do not Procrastinate!
- Respond on the same Platform that the Guest used.
- Use of Humor is OK, but not at the expense of the reviewer!
- You want future guests to KNOW you do care!

RESPOND CALMLY and BE PROFESSIONAL!

NEVER respond with Angry, Emotional or Argumentative comments.



Summary

- Use Tools to know what is being said about you online.
- Always respond in a manner that makes you and your business look professional, and a property at which new and future guests would want to choose to stay!

Final Comments



Video: Are Hotel Review Sites Really Helpful? <http://bit.ly/wEQPMq>

But those user generated reviews can also have downfalls. "Some of these hotels actually post reviews that are positive of their property and in some cases, they've been caught posting negative reviews of their competitors. So how do you sort the wheat from the chaff? I think that's the big challenge," says travel expert Mark Murphy.

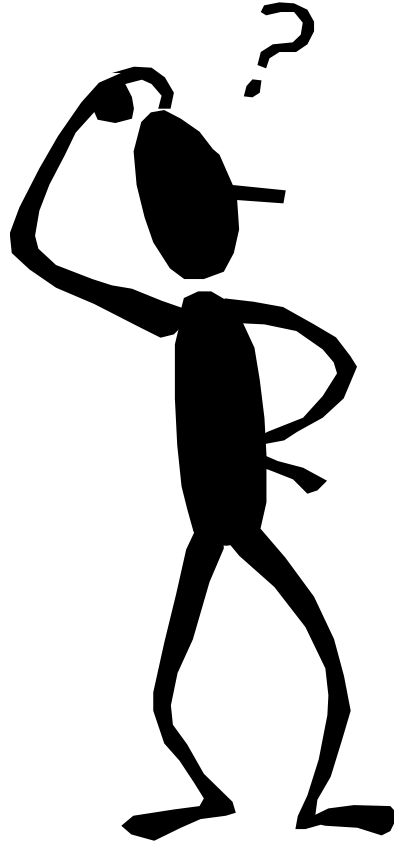
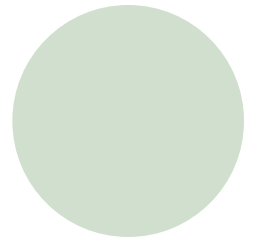
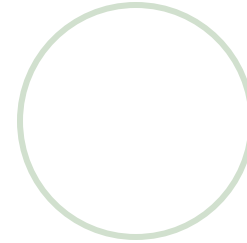
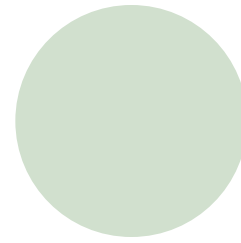
If reviews look great, but there's only a handful of them, that should raise a red flag. Experts say, read all reviews carefully and look for certain clues in quality, and quantity. A hotel should have a long list of feedback, with both good and bad comments. Murphy says, "some people will have a bad experience, and they'll go on and complain about it, even though the property might be quite good. Some people will go on and rave about it, and then you kind of get to that mean, and I think that's what you want to look for."



Encourage Good Reviews

- Don't let guests do them on your Inn's WiFi
- Don't offer incentives for Reviews
- Consider Thank You E-Mails

Final Questions



Continuing Education



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