

Checklist for Monitoring Your Online Reputation

Startup

- Set up your website; ensure that it is mobile-friendly and contains necessary and relevant information about your practice.
- Set up website analytics such as [Google Analytics](#).
- Claim your business' presence on [Facebook](#), [Yelp](#), and other relevant sites (based on surveys/conversations to determine what review sites are used by local clients and friends, and website analytics showing which sites drive traffic to your website).
- [Claim your business](#) on Google My Business.
- Set a social media policy for staff and train staff.
 - o [Template](#) available
- Establish community guidelines/moderation policy for social media and post them on each social media platform you use.
 - o [Sample](#)
- Identify potential concerns/issues and write prepared responses to address concerns/criticism that may be expressed on social media, via telephone, via email and face-to-face.
- Designate staff members responsible for monitoring your social media pages and responding on behalf of your practice.
- Set up [Google alerts](#) for your clinic name, veterinarians' names, possibly other staff members.
- Set up social media tracking – either automated (e.g., [Trackur](#), [Mention](#), [Sendible](#) or [Rankur](#)) or manually (e.g. [SocialMention](#)) according to a schedule.
- Post signage announcing your presence on social media and review sites. Create your own, or use the samples below. You can [find links to social media logos and usage guidelines here](#).
 - o [Sample: "Find us on..."](#)
 - Request from [Yelp](#)
 - o [Sample: "We're on..."](#)
 - o [Sample: "We're listening and want your feedback. Can you help us out?"](#)
- Use your other client communication channels – e.g., newsletters – to let clients know how to find you on social media. Get more ideas in [Marketing Your Social Media](#).

Every 6-12 months

- Re-evaluate, revise (if indicated) social media policy for staff.
- Re-evaluate, revise (if indicated) community guidelines/moderation policy for social media.
- Update Google alerts list if needed.
- Ensure that your clinic's information on social media and review sites is still accurate; update if indicated.

Every 2-3 months

- Re-evaluate template responses. Edit as needed; add more as needed.
- Review your website analytics to determine which sites are driving traffic to your website. (For [Google Analytics](#), look at the Acquisition Source and Medium.)

Weekly

- Perform an [incognito search](#)* of your clinic's name to see what comes up in search engines (*this prevents filtering of results).

- Check social media attitude monitoring/mentions (If social media monitoring is performed manually, such as through [SocialMention](#))

Daily

- Ask new clients how they found your clinic.
- Ask clients which review sites and social media channels they use.
- Promote your presence on review sites and social media (but do not solicit reviews).
- Check notifications on social media and review sites.
- Check and respond to new reviews.
 - [Template responses available](#) for both positive and negative reviews.
- Check new comments/engagement on social media.
- Check emails, other channels for client feedback.

Ongoing

- Monitor social media notifications.

During potential (or developing) crises

- Provide your team with consistent messaging and guidance on responding to criticism/comments provided via phone, in person, email and online.
- Review any scheduled posts to make sure they won't inflame the problem; edit, delete or unscheduled them if you have concerns.
- Make edits as needed to template responses; develop new messages as needed, and post when appropriate and timely.
- Monitor responses to your content and your responses to comments.
- Monitor social media mentions/attitude, and review pages more frequently.
- Regularly inform and de-brief team.

After problems

- Hold de-briefing to determine outcomes of actions and identify opportunities to improve future responses.
- Re-evaluate messaging templates; revise as needed.
- Re-evaluate website; revise as needed.
- Re-evaluate social media policy and community guidelines/moderation policy; update as needed.