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](https://analytics.google.com).
- Claim your business’ presence on [Facebook](https://www.facebook.com), [Yelp](https://www.yelp.com), 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](https://www.google.com/business) on Google My Business.
- Set a social media policy for staff and train staff.
  - Template available
  - Establish community guidelines/moderation policy for social media and post them on each social media platform you use.
    - 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](https://www.google.com/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](https://socialmediatips.com/social-media-logos/).
  - Sample: “Find us on...”
    - Request from Yelp
  - Sample: “We’re on....”
  - 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](https://www.avma.org/AVMA/Pages/marketing-social-media.aspx).

**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](https://analytics.google.com), look at the Acquisition Source and Medium.)

**Weekly**

- Perform an [incognito search](https://www.google.com/?sxs_url=translate:en:en&.Sourceid=%20incognito) 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.