Social Media Reputation Management

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Success
“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.”
Warren Buffet
Why is this important for you?

- You’ve been a victim
- You’re afraid of being a victim
- You want to learn how to respond to a patient
- You want to avoid getting a bad reputation
Word of mouth is now a public conversation, carried in blog comments and customer review.
Increasingly, the quality of your service and what your office stands for is determined by Google, Yelp, etc.
Ignoring is easy, but...

- Lost Revenues
- Bad Customer Experience
- HR Issues
- Bad Reputation
- Unsolved Issues
What is Reputation Management

It is the understanding and influencing of an Individual's or organization’s reputation.
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It is the understanding and influencing of an Individuals or organization’s reputation.
But really, it’s a popularity contest

Awkward, superficial and self-defeating
Managing Reputation Basics

- Publishing on search engines
- Pushing Positive content
- Sending cease-and-desist letters for libelous content
- Creating and distributing video content
- Increasing mentions of your practice on third party sites.
- Offering free services or recruiting social influencers
- Proactively responding to negative comments
- Using social media to showcase office personality
In Sum: Core Strategies

Customer Service

Building Patient/Team Relationships

Monitoring Social Media
1. Customer Service

- Expectation-beating experiences

- 80% of variance in reputation is directly correlated to how much a patient’s experience beats expectations
  – Weber Shandwick Research
Reputation Management = Experience Management
2. Patient/Employee Relationships

- Patients don’t post reviews of dentists they like.
- Employees don’t post reviews of employers they like.
- Get your HR house in order.
TEXT ASKALI TO 44222
3. Monitoring Social Media

- Google alerts
- Facebook
- Google Reviews
- Yelp
- Healthgrades
- Zocdoc
Strategies: Negative Reviews

- Drink heavily
- Drink some more
- Respond to each review and offer a private resolution
- Respond to every review (good/bad)
- Add more good to cover up bad
- Discuss with your team and use as a learning opportunity
- Request removal
Best Practices for Negating Negative Reviews

• Drink heavily
• Drink some more
• Respond to each review and offer a private resolution
• Respond to every review (good/bad)
• Add more good to cover up bad
• Discuss with your team and use as a learning opportunity
• Request removal
Strategies: Negative Reviews

• Apologize and sympathize

• Add a little marketing in your response

• Ask them to contact you so you can discuss privately AND more importantly offline

• Keep it short but precise

• Don’t use your practice name
Heather reviewed Honda of Thousand Oaks — 1★

January 19 · 🌟

So disappointed that this dealership and service center have forgotten it is about customer service. We are never going here again and suggest that others demand respect when they are handing over hard earned money.

Honda of Thousand Oaks Hi Heather, we would like to apologize for your negative experience at our dealership. We’d like to learn more about your specific situation and make things right. If you wouldn’t mind giving us a call at (805) 371-5582 at your earliest convenience, it would be greatly appreciated. We look forward to speaking with you and working towards earning back your business.

January 20 at 10:47am · Like
Strategies: False Reviews

• Sue their a$$.

• Contact the online company and try to get it removed.

• Weight whether to respond publicly
Strategies: Positive Reviews

• Respond to them.
• Thank the patient and make sure you are specific if you remember them.
• Use your practice name and some strategic key words.

“We at Ankle-Biter Pediatric Dentistry love hearing that your experience was positive despite all the blood and needles we used on your child and we are proud to be the best pediatric dentist in SF.”

• Add a little marketing to your response
• Invite them to bring a prospective patient.
NOW WHAT....

____________________________________ will get done in 7 days.

____________________________________ will get done in 14 days.

____________________________________ will get done in 21 days.
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