

CHECKLIST FOR YOUR SCHOOL'S ONLINE REPUTATION

- 1. ASK, ASK, ASK** - you need to be soliciting 3-5 reviews every single month. Be aware that many times, only 20% of the people you ask will actually do the review when you ask for it. People are busy or they forget. Keep asking and appeal to their desire to help your school's online reputation. Use a spreadsheet or wall calendar to keep track of the individuals you have asked.
- 2. BALANCED REPRESENTATION** - you may get testimonials and reviews from a number of courses. If the reviews are posted online, it is best to get them on GreatSchools.org and your school's Google listing. You can also ask individuals to rate and review you as a recommendation on Facebook. Whatever you do, do not get reviews on only one single site. Spread them around so that prospective families can read them all over the web.
- 3. REPURPOSE & RECYCLE** - if you obtain written reviews, handwritten notes or emails, take pictures of them and also transcribe them and make them into digital versions. Take a picture of the sweet note one parent handed you at graduation and post it to Facebook. If your reviews were online, also screenshot and transcribe those reviews and post them all over social media. You should also dedicate space on your school's website for reviews and testimonials. Have a single page with all the reviews aggregated while also sprinkling the reviews around the site's different pages.

HOW TO RESPOND TO ONLINE NEGATIVITY:

Never attack back at the reviewer. If you choose to respond publicly, keep it professional and non-personal. If you know the family, invite them to a private face-to-face discussion to see if that helps.

Overwhelm the site with as many positive reviews you can get. The weight of a negative review diminishes significantly when there are many other positive reviews.

3-PART FORMULA FOR A GREAT REVIEW - SHARE WITH THOSE WHO WILL MAKE REVIEWS

PROBLEM	SOLUTION	RESULTS
Identify the problem, pain, frustration or fear you were dealing with at your previous school. This allows your testimonial to arrest the attention of the prospective family struggling with the same thing. Choose your pain point vocabulary so you grab the prospective family's attention where they will say, "that's exactly how we are feeling right now!"	Articulate the specific steps you took. This could be as simple as "we visited the campus", "we watched the videos on your website" or "we asked to meet with the head coach". Again, you are guiding the prospective family to take similar action steps. You may wish to insert some barriers or obstacles you encountered (i.e., "we loved the tour, but the financial costs were something that almost derailed everything." Of course, you will want to mention the amount of time you took to begin the enrollment process and what that experience was like.	With a distinct emotional improvement (you should be happy when talking about this!), speak of the results about academic improvement, social interaction, character development or self-esteem improvement. Be as specific as you can so that prospective families can begin to see themselves as experiencing the same results.

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