

On-line Reviews, Comments, Testimonials, and Case Studies

Building Reputation and Brand with Intelligent Guidelines and Policies

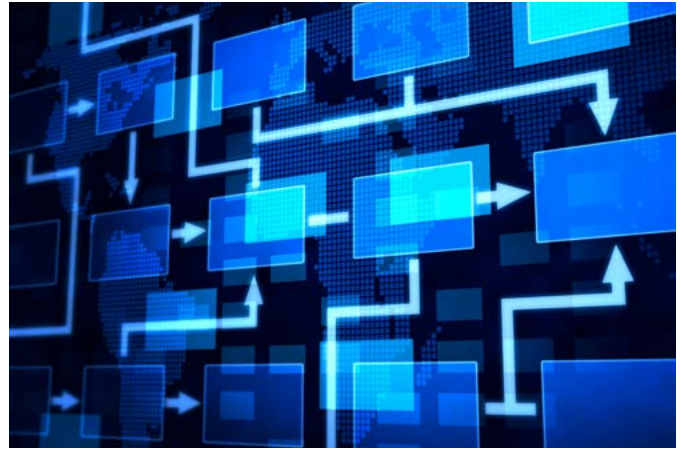
Practical tips and recommendations

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Be Proactive

Consumers rely on on-line reviews to select everything from surgery to slippers. At the same time, misleading and fake reviews are on the rise. The results include increased vigilance by enforcement authorities and consumer groups.



What's Your Reputation Worth?

Posted reviews, testimonials, and case studies are coming under increased scrutiny threatening damage to reputation, business relationships, and possible civil and criminal penalties. Protect your reputation by being proactive!

Here are three steps for using client reviews to build loyalty and trust:

1. Develop posting guidelines to help clients provide feedback that is helpful, accurate, and valuable.
2. Create and implement an internal review policy to weed out false and misleading reviews to maintain the integrity of your business.
3. Disclose the editorial policy about how it treats comments, reviews, testimonials and case studies including when and how that content is modified, deleted, or changed.

Trust is Priceless

Clients trust you and your business to treat their words, feelings, and experiences with respect. Clarity and transparency in the handling of sensitive information will encourage people to be forthcoming and honest while fostering a sense of trust in your business. Build the brand and reputation you want for your organization by establishing and enforcing these guidelines.

About posting guidelines

Posting guidelines set the tone for clients and offer helpful hints for writing reviews, social media posts, and other content to share with a wider audience. Guidelines are a reminder that your business wants people to share information in a positive, productive way.

Posting guidelines can address issues like length or number of words. Do you want people to be able to write unlimited comments that go on for pages or limit the space to 500 or 1,000 words? By limiting the amount of content, contributors will be required to edit or distill what they have to say to what is most important to them.



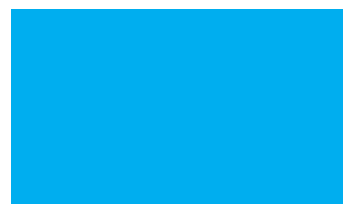
Phrase your guidelines to set the tone for your audience

For example, would you choose "Don't post personal attacks, threats, or insults" or "Be polite and avoid personal attacks, offensive or abusive language, or insults". Showing people how to be positive rather than negative will influence the tone of comments that people provide.

"Fake" News

Include a path for people to report fake reviews whether positive or negative. This type of behavior is increasing and undermines confidence in your business if it goes unchecked.

Sample posting guidelines follow so keep reading!



Sample Posting Guidelines

About writing well

Posting Guidelines include writing well, managing behavior, and prohibited content.

Be authentic. Write about your personal experiences using your own words. Omit talking about what other people have told you or things that you may have read. Use your own voice to tell your story.

Be clear and concise. Edit your writing to express yourself clearly, politely, and accurately. Use proper grammar and spelling to make your meaning available to everyone.

Be relevant. Express what is it about your experience that other people most want to know. Remember what was most important to you and share that information with others.

About managing behavior

Be polite. Avoid personal attacks, offensive or abusive language, or insults. Treat people the way you would like to be treated. No SHOUTING, please.

Be safe. Keep your personal contact information such as email and telephone numbers confidential. Do the same for other people and do not disclose their personal information.

About prohibited content

Be honest. Overly positive or negative comments distort your experience and are less believable. Accuracy is the best policy.

Be focused. Refrain from advertising, adding links, or promotions to your content which should inform not publicize.



Keep content genuine

What is your company policy regarding reviewing submitted content?

Verify reviews

Verifying views, social media posts, and other content to share with a wider audience. Verifying reviews is an important part of building trust and credibility by managing content.

At a minimum, require an email address and perhaps a telephone number from individuals who are going to post on your website to check the identity of the person sending content. A verification email or text can be sent with a verification link. Make sure comments are submitted by actual clients rather than competitors, providers, or other people who may have an interest in promoting or damaging your business.



Software solutions are available to automate the process by validating certain information like email addresses. More sophisticated software programs contain algorithms filters to screen out or identify other questionable submissions.

Verification services are available to help you turn your reviews into “verified reviews” which can be converted into star ratings. This type of service can manage large volumes of content and synthesize it for use across multiple channels.

Stay alert!

While software can facilitate the process, it does not replace verification by employees to ensure that the content is genuine, accurate, and meets quality standards.



Recommended guidelines for content review

While each organization sets its own guidelines for accepting content for use on its website, social media, and other materials, it is important to establish and communicate those guidelines to contributors, employees, and others. Then make sure to follow your own rules!



- How will you manage reviews? Will you verify reviews and label them accordingly? Or allow open posting of content?
- Can reviews be posted by anyone including your own employees, providers, vendors and other interested parties? If so, will you identify them as such?
- Will content be removed that does not meet minimum quality standards? Who will make that determination? Will you inform the person who submitted the content that it has not been accepted?
- Will submissions be incentivized and, if so, will that information be disclosed?
- Can reviews be anonymous (unattributed) or identified by first name, location, age or other information?
- How will negative or inaccurate comments be managed?
- All these questions giving you a headache? Ask us for help!

Editorial policy for content

Research shows that organizations are abusing the trust placed in them by posting fake or misleading content.

Ensuring the reputation of your organization requires transparency, honesty, reliability, and more in all transactions including those involving content submitted by clients. Avoid editing reviews in ways to change the original and true meaning of the content. Comments should not be embellished to make them seem more convincing. Practices that violate these ethical rules risk damaging reputation and more. An editorial policy reduces headaches and problems while protecting and enhancing your organization's reputation.



Recommendations for editorial policies include:

- Refrain from editing or altering reviews and comments
- Fully disclose your policies and guidelines
- Apply your guidelines and policies uniformly and fairly
- Review content by a member of your team even if you use software or other technology to screen submissions
- Allow for communication about questionable content
- Being proactive in the management of client reviews and comments builds, protects, and enhances your reputation when it is done clearly, professionally, and intelligently.

For assistance with developing policies and guidelines or for other business development issues, contact us today!



About Medical Tourism Training, Inc.:

Medical Tourism Training is a dynamic B2B company offering on-line courses as well as on-site training and consulting services to the individuals and organizations involved in the rapidly growing domestic and international health travel sector.

The company is the first to offer affordable, convenient, and easy to use e-Learning solutions geared to working professionals. By collaborating with experts in the fields of medical travel, health care, business, hospitality, and law, Medical Tourism Training delivers high quality on-site training and consulting services creating measurable change for its clients.

Consulting services include: lead generation & lead conversion; patient experience assessment, training, and consulting; relaunch strategies; formalizing and developing medical clusters; certification programs; creative and innovative marketing campaigns; and much more.

Contact us today for additional information:

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