

Step-by-Step Guide to Facebook Reviews

Facebook Reviews are one of the best ways to provide shoppers with Social Proof of how great it is to buy from you. Now it's even better since Facebook changed reviews to recommendations and is expanding the way they function in the news feed. Here's how. If somebody asks for a recommendation and a friend mentions your businesses' brand page, the mention will appear as a recommendation in the Reviews tab on your business' Facebook page.

This is a great way to demonstrate social proof for your business because shoppers are much more likely to check customer reviews before doing business with you.

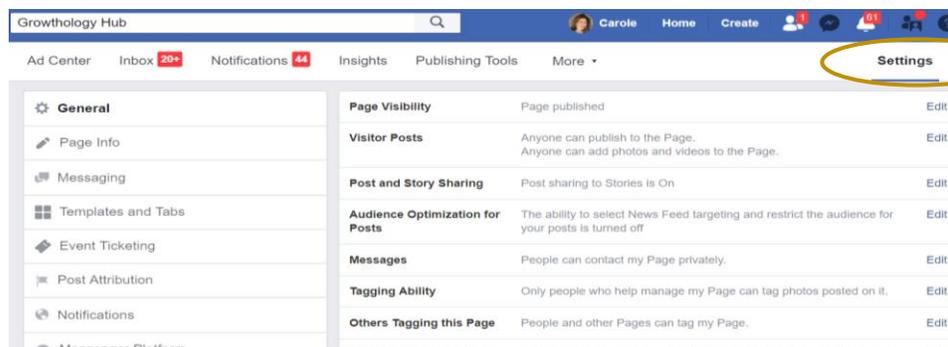
The top 5 reasons to start using Facebook Reviews include:

1. Increasing professional credibility
2. Growing organic reach
3. Creating positive feelings for your business
4. Being in the top position at Facebook professional services
5. Inspiring shopper trust

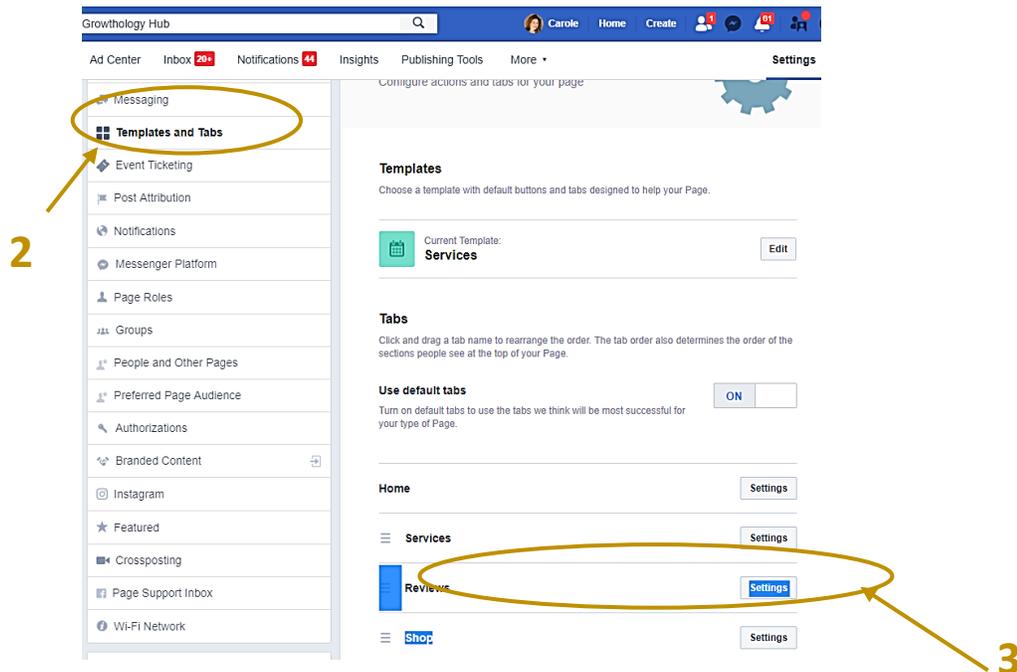
Here's how:

STEP 1: Add Reviews Tab to your Facebook page

- Navigate to the '**Settings**' section
- Click '**Templates and Tabs**'



- Scroll down and click **'Add tab'**
- Find **'Reviews'** in the list of tabs and click **'Add tab'**



Congratulations you've added Reviews to your Facebook page.

NOTE: If this option is not available on your page you may need to change your page category.

Here's how: Navigate to your page-> Click "About" -> Click Edit "Category" -> choose any category that describes you as a business.

STEP 2: Adding Facebook Reviews

1. Educate your clients on how to post reviews or recommendations on your Facebook Page.



2. Go to: <https://www.facebook.com/YourPageName/reviews> or click the **“Reviews”** tab on the Facebook page
3. Next, click **‘Yes’** in the Do you recommend (PageName)? box.
4. A pop-up will appear with a text area where the review can be entered.
5. Click **‘Post’**

NOTE: Reviews should be more than 50 characters. Once a user posts the review on your Facebook page, it will appear as a post on his Facebook timeline.

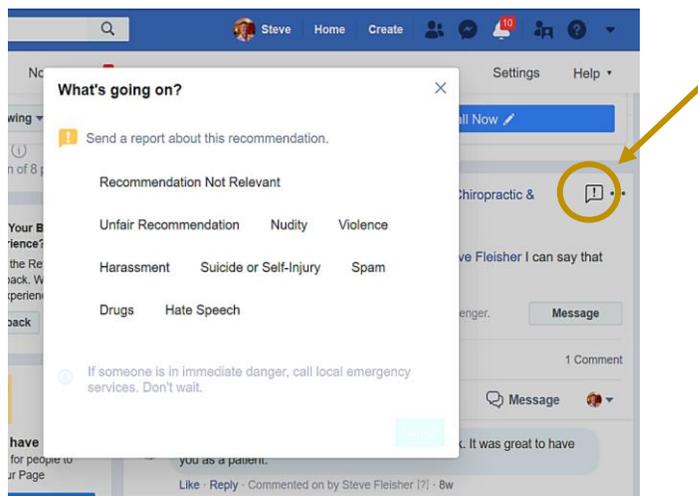
PRO TIP: The Facebook Reviews system to Recommendations allows you to recommend a business by commenting on a friend's post asking for Recommendations or share a Page with friends.

PRO TIP: How to Delete/Report a Facebook Review

Facebook Page admins are not permitted to delete a negative review or any other review. The admin can, however, report a review that does not comply with the Facebook Community Standards.

Here's how (on your computer):

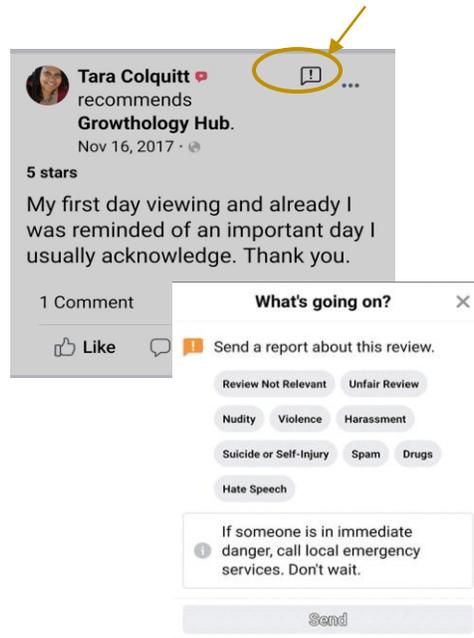
1. Navigate to the negative review
2. Click the top right comment icon
3. Choose the reason and click 'Send'.



Here's how (on your mobile device):

1. Navigate to the negative review
2. Click the top right arrow or on mobile 3 dots icon
3. Click 'Give feedback on this recommendation'
4. Choose the reason and click 'Send'.

NOTE: See illustration on the next page.



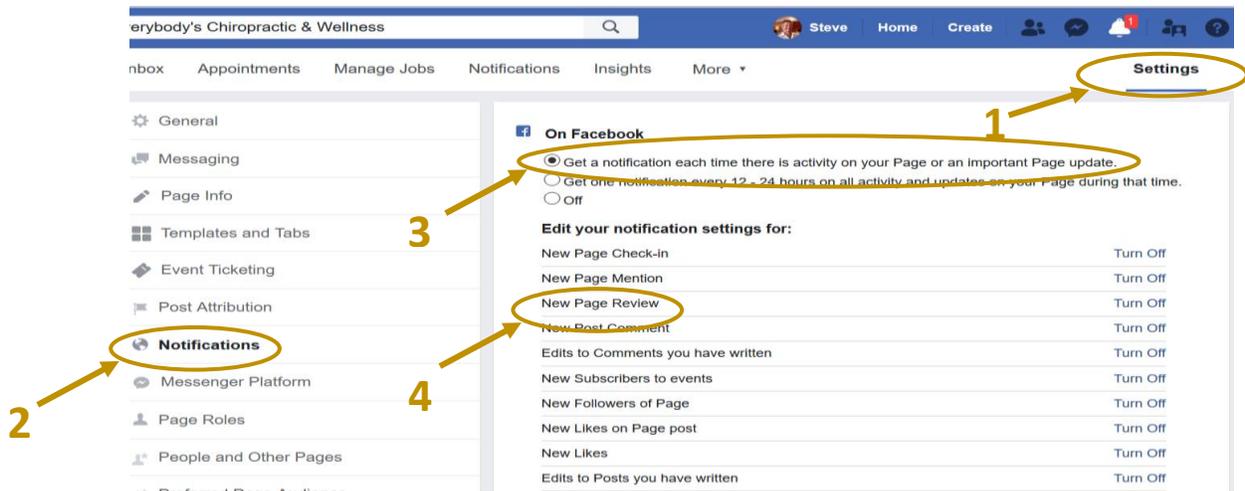
STEP 3: Set up Facebook Review Notifications

To ensure you'll never miss a review on your Facebook page, activate the option to receive a notification. That way, every time a new review is posted on your Facebook page, you'll be notified.

Here's How:

1. Navigate to the 'Settings' sections of your Facebook page
2. Click the 'Notifications' tab
3. Select the first option 'Get a notification each time there is activity on your Page
4. Then, the 'New Reviews' notifications option will be turned on by default

See illustration on next page.



STEP 4: Get more Facebook Reviews

There dozens of ways to inspire fans to give you positive Facebook Reviews.

Here are the top 3.

#1: Ask your regular customers if they can post a Facebook Review for your business.

#2: Create a Facebook contest – Ask Facebook fans to write a review to receive a coupon code or a discount.

#3: Add a sign to your counter. If you don't have a counter, occasionally let your Facebook fans know you'd appreciate their positive reviews.