

# 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'

Growthology Hub	Q	🍘 Carole Home Create 👥 💿 🚇 💈	ia 0				
Ad Center Inbox 20+ Notifications 44	Insights Publishing Too	s More • Setti	ings				
🔅 General	Page Visibility	Page published	Edit				
Page Info	Visitor Posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page.					
Jessaging	Post and Story Sharing	Post sharing to Stories is On					
Templates and Tabs	Audience Optimization for Posts	The ability to select News Feed targeting and restrict the audience for your posts is turned off					
I Event Ticketing	Messages	People can contact my Page privately.					
E Post Attribution	Tagging Ability	Only people who help manage my Page can tag photos posted on it.					
Notifications	Others Tagging this Page	People and other Pages can tag my Page.					
Messenger Platform			-				



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

arowthology Hub	Q	🍘 Carole	Home	Create	2 0	<u> </u>
Ad Center Inbox 20 Notifications 44 In	sights Publishing Tools	More •				Setting
er Messaging	Configure actions and	rtabs for your page				
Templates and Tabs						
Event Ticketing	Templates					
E Post Attribution	Choose a template with o	lefault buttons and tabs	designed to	help your	Page.	
Notifications	Current Templa	ate:				
Messenger Platform	Services					Edit
1 Page Roles						
ata Groups	Tabs Click and drag a tab nam	e to rearrance the orde	The tab of	rder also de	termines the	order of the
	sections people see at th	e top of your Page.		401 400 40		
L <sup>*</sup> Preferred Page Audience	Use default tabs				ON	
Authorizations	Turn on default tabs to us your type of Page.	e the tabs we think will	be most su	ccessful for		
😵 Branded Content 🗦						
Instagram	Home				[	Settings
★ Featured	Sandaas				ſ	Settinge
Crossposting						oottinga
Page Support Inbox	Reviews				[	Settings
Wi-Fi Network					1	Fattinga
	<u> 310</u>					Settings

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.



- 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.

© Growthology Hub, 2019 | GrowthologyHub.com



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'.



Page

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.



erybody's Chiropractic &	Wellness		Q		🥡 Steve	Home	Create	-	04	9
nbox Appointments	Manage Jobs	Notifications	Insights	More •					$\leq$	Sett
🛱 General		🖬 On	Facebook				1			
Jessaging			Bet a notification	each time th	ere is activity or	your Page	or an impor	tant Pag	e update.	>
Page Info			Bet one <del>notificat</del> Off	ion every 12 -	24 hours on all	activity and	Lupdates er	your ra	ige during	that tin
Templates and Tabs	3	Edit	your notifica	tion setting	s for:					
Event Ticketing	_	New	Page Check-in						т	urn Off
Post Attribution		New	Page Review	>					т	
		New	Post Comment						т	urn Off
Notifications		Edits	to Comments	you have writt	ten				т	urn Of
Messenger Platform		New	Subscribers to	events					т	urn Off
I Dave Balan	4	New	Followers of Pa	age					т	urn Of
👗 Page Roles		New	Likes on Page	post					т	urn Of
1 People and Other Pag	jes	New	Likes						т	urn Off
		Edits	to Posts you b	ave written					т	urn Of

### 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.