



# Brand Attacks: Protect & Restore Your Hotel's Online Reputation

GUIDE

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# Introduction

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Social media gives voice to all types, and hotels are particularly vulnerable. Whether it's a mistreated guest, a former employee or an anonymous troll, a hostile person can broadcast negative content to large volumes of people with just a few clicks.

People often jump to conclusions and react emotionally on social media, and the ease of sharing means that information can spread quickly and even go viral. A social media attack can cause serious harm to a hotel's reputation, interfere with its ability to attract guests and take months or even years from which to recover.

In this guide we help hoteliers prepare for, manage and prevent everything from negative reviews to a social media crisis. We'll start by looking at a typical mishap on property, and we'll use it to highlight best practices in online

reputation management. We'll discuss how to monitor social media, how to respond to negative comments and how to restore your hotel's reputation.

We'll also look at other types of reputation threats, including reviews that contain misinformation, suspected fake reviews, review blackmail and brandjacking, as well as internal threats arising from employee errors and misjudgment.

Whether you work for a small, independent property or a large hotel group, this guide will help you protect your brand's online reputation and weather any social media storm.

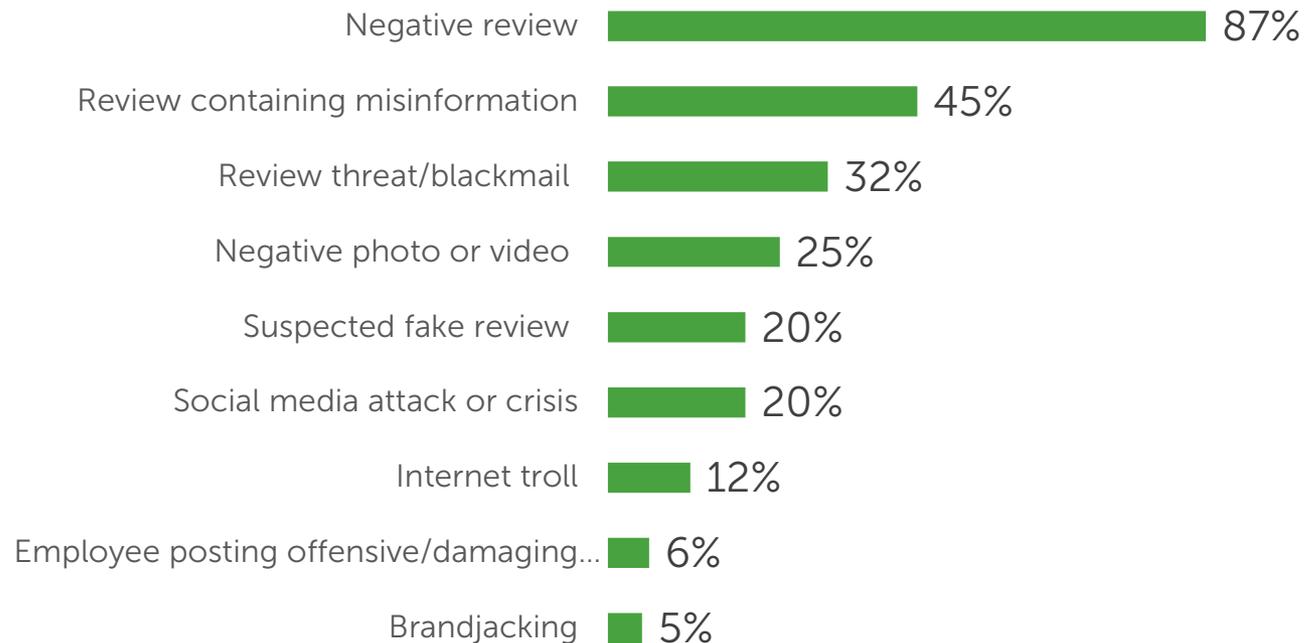


# Has Your Hotel's Brand Ever Been Attacked?

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If your hotel has experienced a reputation attack in the past, you're not alone. In the recent ReviewPro webinar, Protecting Your Hotel's Reputation, of the hundreds of hoteliers in attendance the vast majority of them had experienced at least one type of reputation threat. Here are the results:

## Has your hotel has experienced a reputation threat?



Source: ReviewPro webinar

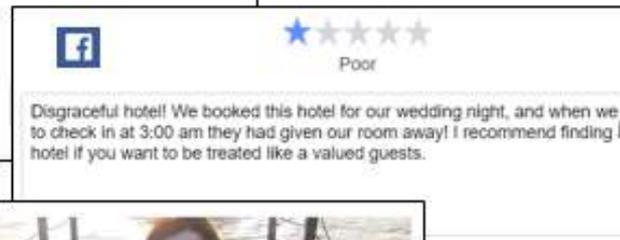


# **A Reputation Mishap**

# A Reputation Mishap



A screenshot of a Yelp review. At the top right is the Yelp logo. Below it are five stars, with the first one filled. The review text reads: "Stay away from this hotel! They gave up our room on our wedding night! Clerk was rude and unhelpful. We had to stay in a crappy hotel across town." Below the text is a question "Was this review ...?" with two buttons: "Useful 145" and "Funny 156".



A screenshot of a Facebook review. At the top right is the Facebook logo. Below it are five stars, with the first one filled. The review text reads: "Disgraceful hotel! We booked this hotel for our wedding night, and when we to check in at 3:00 am they had given our room away! I recommend finding hotel if you want to be treated like a valued guests."



A screenshot of a YouTube video. The video shows a woman sitting on a blue-covered bench outdoors. The video title is "Nightmare wedding night!!!" and it has 3,534 views. The YouTube logo is in the top left corner.



A screenshot of an Instagram post. At the top is the Instagram logo. The user is "Citygirl88" with a "FOLLOW" button. The post features a photo of a woman in a wedding dress and veil, crying with her hands covering her face. Below the photo are icons for heart, comment, and share. The post has 44 likes. The caption reads: "Citygirl88 Thanks [redacted] Hotel for ruining our wedding night! When we arrived at 3:00 am they had given our room away! #WeddingNightmare #NeverAgain".



# A Reputation Mishap

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Let's start by looking at a reputation mishap. A couple arrives at a hotel to check in and is relocated because the hotel is overbooked. While relocating is a fairly common practice for hotels, in this case the stakes are even higher because it's the couple's wedding night. Weddings can be particularly challenging for hotels because expectations are extremely high, and often several guests from the wedding party are in-house. If something goes wrong, the hotel can be hit with a spate of bad reviews.

In this case, the angry bride writes a scathing review on TripAdvisor, and she doesn't stop there. She also posts comments on Yelp, Facebook and Instagram, and even uploads a video to YouTube.

Now imagine this is your hotel. What will you do to mitigate the damage? In the coming pages we'll use this example to guide you through key principles and best practices in online reputation management that can be applied to a variety of reputation threats.



# What's at Stake?

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Depending on the severity of the situation, when a hotel comes under attack online, the consequences may include:

- Negative reviews, photos, videos, blog posts or other content
- Lower ratings and rankings on review sites
- Damage to the hotel's reputation
- Damage to the reputation of the brand and affiliated properties (if applicable)
- Internal strife among staff
- Losses in revenue

Negative social media content can be highly disruptive to hotels. Staff become upset, corporate office or ownership demands an explanation, and management scrambles to do damage control. Lost business can include individual travelers, groups, food and beverage revenue, meetings and events, and other revenue. So the stakes are high!

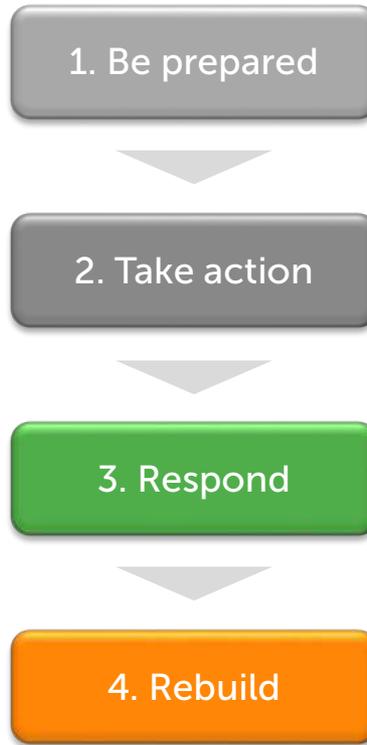


# **Managing a Reputation Attack**

# Have a Clear Plan of Action

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If your hotel is faced with a reputation threat or attack, there are four key steps to follow:



# 1. Be Prepared

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By taking the time to prepare, if you're hit with a reputation attack you won't waste time trying to decide what to do and who is responsible for what; you'll be ready to jump right into action mode.

Being prepared includes:

- **Put in place a social media policy and guidelines.** A social media policy is a code of conduct to guide employees in social networking activity related to your hotel or brand. We will discuss the contents of a social media policy later in this guide.
- **Assign roles and responsibilities.** Decide which staff members will cover off which duties in the event of a reputation threat or crisis. Who will contact the source? Who will prepare the official response? And who will be the official spokesperson? Include roles and responsibilities in your social media plan, including

names of back-up staff and log-in information in the event that these individuals are away or unreachable.

- **Educate, train and empower staff.** Staff should be made aware of the risks of mistreating guests, ignoring their concerns or saying something people might find offensive. They must be on the alert for signs of trouble and empowered to resolve issues quickly and prevent them from escalating. Social media administrators need special training and guidelines to identify and manage reputation threats.



# 1. Be Prepared

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- **Monitor the Internet and social media.** To ensure that you catch a reputation threat as soon as it happens and can take prompt action, appoint a “gatekeeper” to monitor the Internet and social media for mentions of your hotel and related brands and alert applicable staff.

A number of tools can help with monitoring:

- A reputation management tool (see ReviewPro highlights on page 14)
  - Web alerts (Google Alerts, Talkwalker)
  - Review alerts (TripAdvisor, Yelp)
  - Notifications (Facebook, Twitter, Instagram)
  - Social media management tools (Hootsuite, Buffer, Social Mention, etc.)
- 
- **Perform regular reputation audits.** Alerts may not

catch everything, so it’s a good practice to perform regular reputation audits of your hotel. This involves searching your hotel’s name online and on key social media sites to check for new content, and making note of anything that requires action or a response.

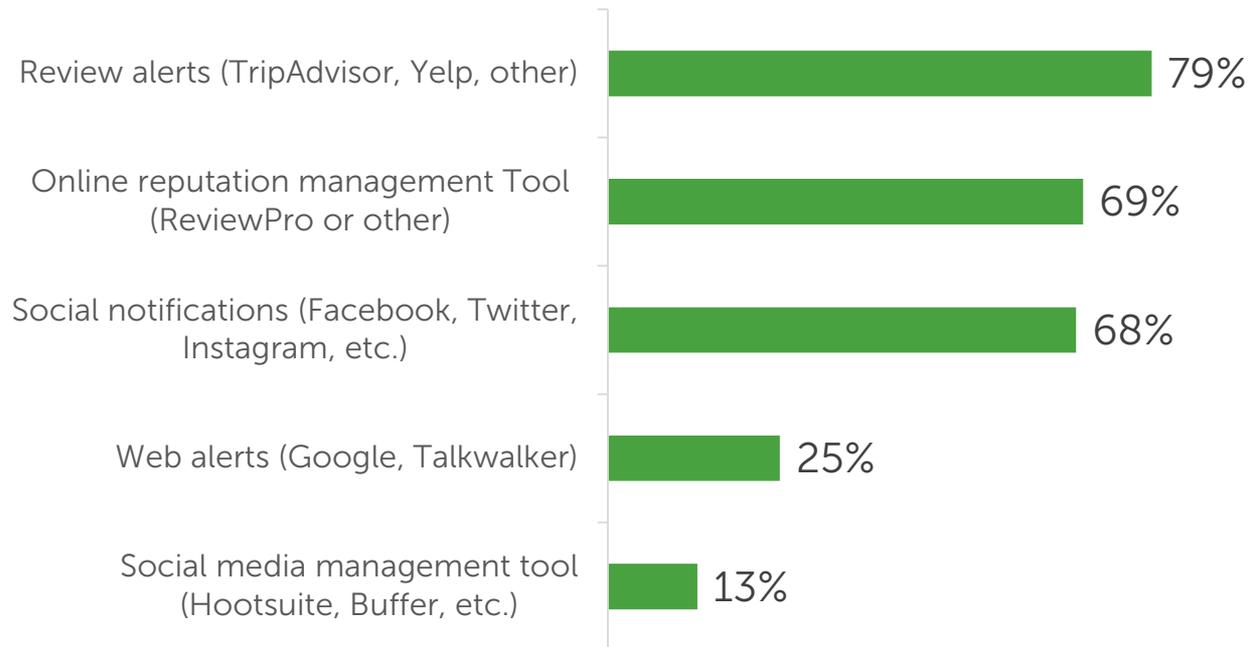


# Tools Used to Monitor Online Reputation

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During the webinar, we asked attendees which tools they use to monitor their hotel's online reputation. Here are the results:

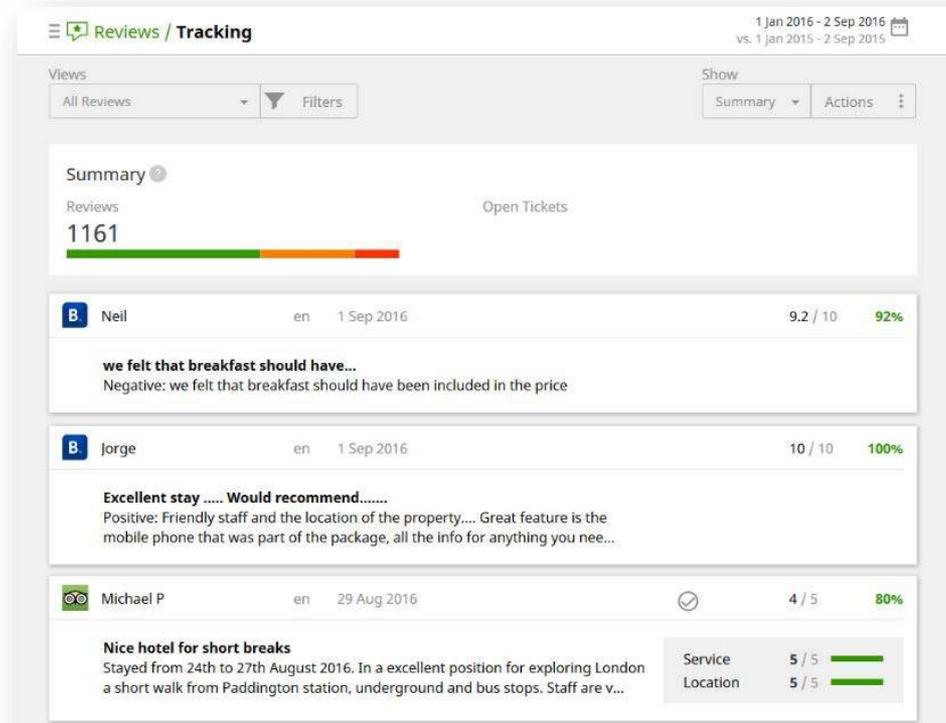
Which reputation monitoring tools do you use at your hotel?



# Monitoring Guest Feedback with ReviewPro

By subscribing to a reputation management tool like ReviewPro, you'll ensure that you never miss a review posted about your hotel. ReviewPro tracks reviews on more than 175 review sources and OTAs worldwide and analyzes reviews in more than 45 languages, updating the information on average more than six times per day.

With ReviewPro, you can filter reviews by rating, language, review source, department and keyword and reply to reviews directly from within the tool. Department heads and other team members can register to receive notifications of feedback and keywords directly related to their department such as "cleanliness," "front desk" or "menu."



Source: ReviewPro



## 2. Take action

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If your monitoring tools pick up a negative review or other content, you'll want to take action to limit any damage it may cause to your hotel's reputation. The degree of your involvement will depend on your position in the hotel, your level of authority, and the nature of the threat. Given the risks, it's a good idea to check with your manager or corporate office for advice and approval before taking action.

Taking action includes the following steps:

- **Act quickly.** Bad news can spread quickly on social media, and there won't be a lot of time for bureaucracy or deliberation. You'll want to take quick, decisive action to stop the issue from spreading and minimize the fallout.
- **Investigate.** Talk to the staff members involved to ensure you fully understand what happened. In the case of the relocated couple, you'll want to understand why a honeymoon couple was relocated, why the employee was perceived as rude and unhelpful, and what steps were taken to minimize the inconvenience to the couple.
- **Fix the problem.** If you don't go to the root of the problem and fix it, it may resurface. This may require changing a policy or procedure and ensuring that all staff are aware of the change. Many hotels have a "do not relocate" policy for wedding couples. Using a CRM system to send pre-stay emails can be a great way to find out if guests are celebrating a special occasion and flag their reservation.



# 3. Respond

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Once you've investigated the matter, you'll be ready to respond to the review. Before posting a response to a sensitive or potentially volatile issue, it's a good practice to have the general manager or another senior manager contact the person by telephone or email. This gives you the opportunity to speak directly with the complainant, demonstrate your care and concern, and find a way to resolve the situation in private.

In the case of the wedding couple, you might decide to invite them back for a complimentary stay. Asking people to remove a review or offering an incentive to do so is against TripAdvisor's guidelines, but if you handle the matter with sincerity and professionalism, the guest may decide to remove the review on his or her own volition.



## Webinars

### Guidelines for Responding to Guest Feedback

Whether it's an online review, a guest survey or a comment at checkout, your response to guest feedback is critical. Done well, it can help reduce negative reviews, increase positive reviews, and attract new and repeat bookings.

In this webinar, we'll show you how to respond to guest feedback in a way that leaves travelers feeling positive about your hotel, improves reputation, and drives higher room demand.

[Watch Webinar](#)

# Responding to Negative Reviews: Best Practices

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Whether or not you are able to contact the reviewer directly, by posting a response you will show readers that you regret the situation and have made efforts to resolve it.

The following guidelines to responding apply to a variety of types of negative reviews and social media comments:

Respond promptly. Don't delay your response, or you risk losing potential guests.

- **Offer a sincere apology.** Show that you regret that the incident occurred. Don't be defensive or aggressive, and never accuse a reviewer of dishonesty, or you risk making the situation even worse.
- **Address the key issues.** There's no need to speak to every detail of the review, but be sure to address the reviewer's main concerns.

- **Provide an explanation.** To change negative impressions, it may be appropriate to briefly explain why the incident occurred - but don't give excuses. Remember, while you're addressing your response to the complainant, your real audience is all the travelers trying to decide whether or not to book your hotel.
- **Say how you're following up.** This may include telling the guest that you have discussed the feedback with your team, reviewed procedures, changed a policy or even introduced a new training program. By providing these details, you'll help reassure other travelers that the same thing won't happen to them.
- **Be professional.** As the voice of your hotel, you should demonstrate the same professionalism and attention to detail in your response as you provide on property. Ask a colleague to proofread your response for spelling, grammar and tone before posting it.



# Personalize the Response

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Address the response with the reviewer's profile name and sign it with the initial of your first name, last name and title. Note that while TripAdvisor allows hotels to include contact information such as an email address or phone number in management responses, Google, Expedia, Booking.com and other OTAs do not.

Pictured here is a sample response to the angry bride's review. The manager follows best practices: offers a sincere apology, provides a brief explanation and says how she has followed up. Now she will need to post similar responses on Yelp, Facebook, Instagram and YouTube.

**M Fiorentino, Hotel Manager, responded to this review**

I am sincerely sorry we were unable to honor your reservation and wish we had handled the situation better. Like other hotels, on rare occasions we find ourselves overbooked. Had we known it was your wedding night we would have held your room. I have discussed the situation with my team to prevent this from happening in the future. We would love the opportunity to make it up to you. Kindly contact me to discuss.

**Maria Fiorentino**  
General Manager  
Direct 1 808 905-3345



# 4. Rebuild

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After you have taken action to fix the problem and posted a response, it's time to rebuild your hotel's reputation and recover from any damage sustained from the attack. This may involve taking proactive steps to earn positive reviews in order to climb back up the rankings and push negative reviews further down the page.

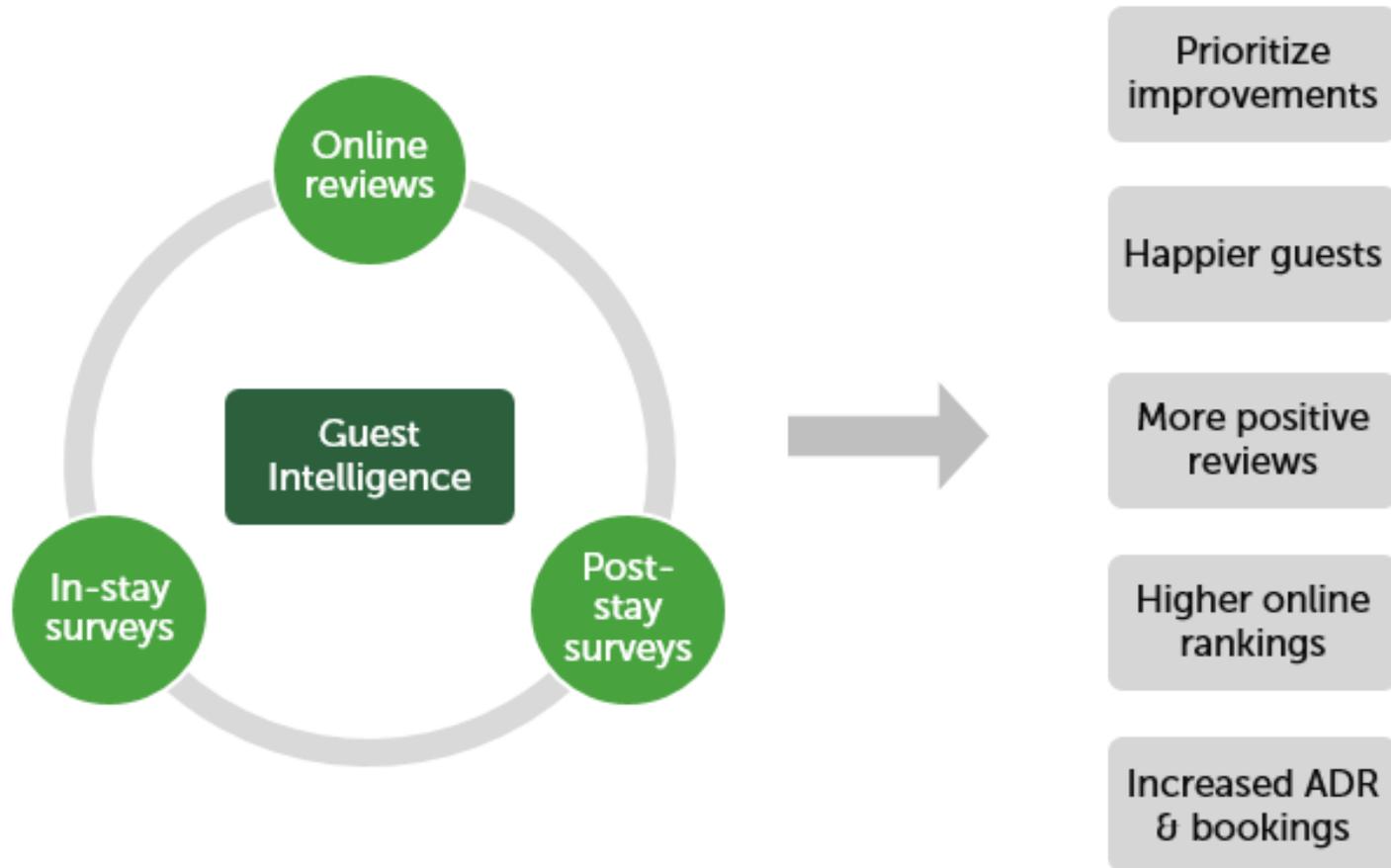
Here are some top tips for encouraging guests to write positive reviews:

1. Ensure your whole team is focused on making guests happy.
2. Provide remarkable service and a unique experience.
3. Listen to guest feedback - and act on it.
4. Empower employees to treat guests special.
5. Send in-stay surveys to allow service recovery.
6. Train front desk staff on how to ask guests for reviews.
7. Use a review collection option when sending guest satisfaction surveys by email.



# Leveraging Guest Feedback to Boost Results

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# How ReviewPro Helps

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ReviewPro helps hotels strengthen reputation in a number of ways. Hotels can track and manage guest feedback from both online reviews and guest surveys, analyze the feedback for real, valuable, actionable insight, and use it to prioritize improvements.

ReviewPro's Guest Satisfaction Surveys can be sent in-stay, while the guest is still on property, or post-stay, after the guest has checked out. As more travelers stay connected by smartphones and tablets, in-stay surveys allow hotels to send a short email survey while guests are still in house. This helps to identify and resolve issues before guests check out or share their disappointment on review sites and social media. ReviewPro surveys also give guests the option of sharing feedback on TripAdvisor, Google or HolidayCheck, which can significantly increase the volume of online reviews.

By taking an organized, systemic approach to Guest Intelligence - putting the guest at the center of everything you do, setting clear goals, acting on feedback, implementing new processes and getting the whole team involved - your hotel will create happy guests who write positive reviews. As a result, your ratings and rankings on review sites will improve, creating opportunities to increase room rates and generate more bookings.

**Happy Guests.  
Profitable Hotels.**

Comprised of our industry-leading Online Reputation Management (ORM), Guest Satisfaction Surveys (GSS) and Mobile App, the Guest Intelligence Suite helps your organization to develop a truly guest-centric culture.

Discover today how this highly flexible solution can help you turn insight into action to improve operational and service excellence, while driving revenue.

**Request a  
Free Demo now**



# **Other Types of Reputation Threats**

# What Is the Nature of the Complaint?

When content is posted online about your hotel, before you can decide how to act you will need to understand the nature of the complaint. Opinions shared on social media are often a reaction to how well the hotel meets

the expectations of guests.

People who share their experiences on social media can be divided into five key types:

TYPE OF GUEST	TYPE OF COMMENT	MOTIVATION	ACTION
DETRACTOR	"Beware of this hotel!"	Expectations not met	Engage and appease
ADVOCATE	"Don't miss this gem of a hotel!"	Expectations exceeded	Engage and thank
PASSIVE	"Just okay"	Expectations met, no less or more	Varies
TROLL	"You SUCK!!! Go home where you came from!"	Wants a reaction	Ignore
BLACKMAILER	"If you don't comp my room I'll write a scathing review"	Special treatment	Don't give in to threats; work hard to resolve; report.



# Types of Guests Posting Comments Online

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- **Detractor.** If your hotel fails to meet expectations, the guest may become a detractor who actively discredits your hotel on social media. As with the case of the angry bride, it's important to engage detractors and try to appease them.
- **Advocate.** If your hotel exceeds expectations, the guest may become an advocate who recommends your hotel to others. It's a good practice to engage your advocates and thank them for helping to spread the word.
- **Passive.** If your hotel simply meets expectations, the guest may become a passive who is not particularly passionate about or loyal to your hotel. Passives aren't likely to write a review, and if they do, their comments may be lukewarm or mixed. Whether or not you respond to the review will depend on the nature of the comments.
- **Troll.** A troll is a person who posts off-topic, outrageous or offensive comments on social media, hoping to provoke a reaction. If you respond to trolls you will only encourage them, so it's generally better to ignore them. Trolls are easy to spot, and most people will disregard their comments anyway.
- **Blackmailer.** A blackmailer is person who threatens to write a bad review if hotel staff members don't give in to unreasonable demands for special treatment. We discuss how to manage review threats on the next page.



# Managing a Review Threat

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As we saw in our poll, review threats are quite common in the hotel business these days; almost one-third of webinar attendees had experienced one. Certain travelers know that some hotels will go to extremes to avoid a bad review, and they try to take advantage of the situation.

If you're faced with a review threat, what can you do? While you don't want to reward such behavior, you also don't want that bad review. Here are a few steps to consider.

- Take the threat seriously, but don't allow it to cloud your judgment. Act as you would with any complaint, doing everything within reason to resolve the matter.
- Remain calm, courteous and professional, and work with the guest to find a mutually satisfactory resolution.
- Record the details for future reference.
- Have guidelines in place so that staff know what to do in

such a situation and will have the confidence that management will support their decisions.

- If the guest follows through on the threat, post a response to respectfully give your side of the story.
- As soon as the threat is received, alert TripAdvisor. Log in to the Management Center, click on Reviews in the top menu, select "Report a Review" and then "Report blackmail threat." Later, if the guest follows through with the threat, dispute the review, referring back to the report.



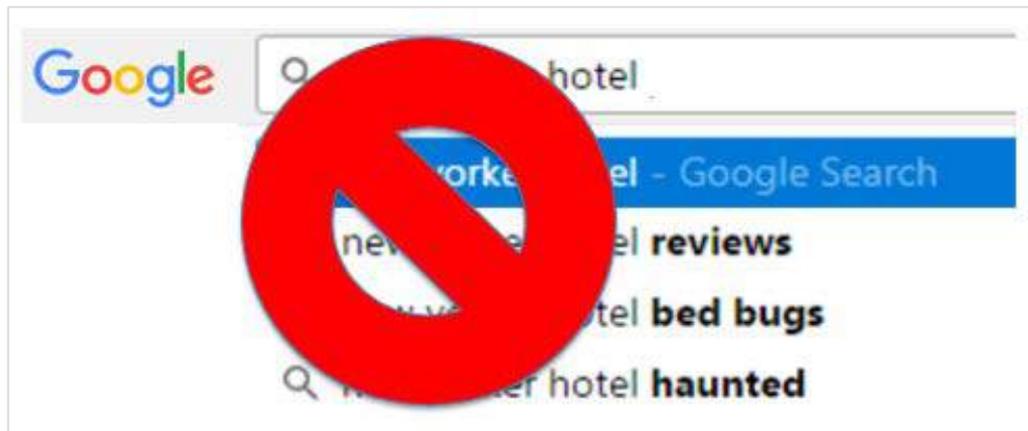
# Managing Negative Content Online

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In addition to reviews, travelers share opinions and experiences on Facebook, Twitter, Instagram, YouTube, websites, blogs and forums. What can you do if negative content about your hotel appears on one of these channels? While each situation may call for different measures, here are some basic steps to consider.

- **Fix the problem.** As we've discussed, if the accusations are true, your first priority is to resolve the issue to ensure it doesn't resurface again.

- **Go to the source.** Search engines are rarely the originator of content; they pull it from online sources. Attempt to find out where the information was posted, who posted it and why. Contact the person directly, explain the steps you've taken to resolve the situation, and ask them very diplomatically to remove it. Don't be heavy handed or use threats, or you risk provoking them and making the situation worse.



# Managing Negative Content Online

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- **Report the content.** Another option is to flag the content for review by the host site. Virtually all social media sites allow users to report inappropriate content and request that it be removed. Of course, you should only flag content that is offensive, spam or completely false - not something you simply disagree with! Familiarize yourself with the site's guidelines before flagging content.

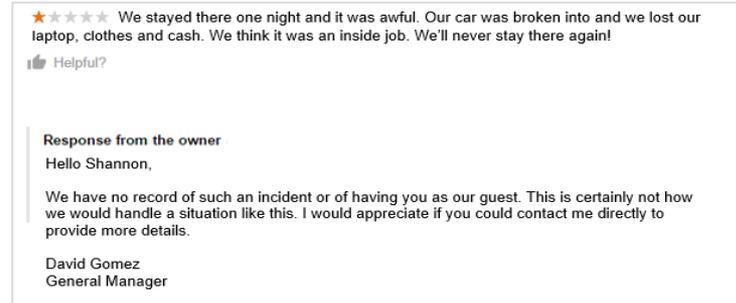


- **Google:** You can flag reviews, images and other content as inappropriate.
- **Facebook:** You can hide or delete a post on your page, ban a user from your page, and report content posted anywhere on the site.
- **Twitter:** You can block users and report an offensive tweet.
- **Instagram:** You can block users and report abusive photos, videos and messages.
- **YouTube:** You can report or flag as inappropriate or abusive any video, comment or channel.
- **Generate new content.** If you aren't able to remove the content, devise a plan to generate new content to push the negative content lower down on the page.
- **Consider legal action.** If the content is libelous and damaging, you might consider consulting a lawyer and threatening legal action. This should be a last resort, however, as lawsuits are expensive, and there is no guarantee of success.

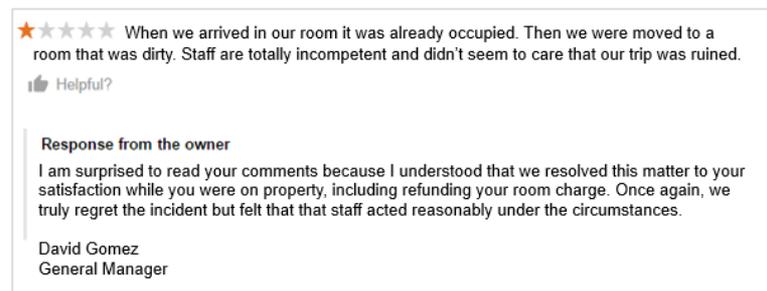
# What If a Review Is False?

If a review contains false and harmful information, or you suspect that it's fraudulent - posted by a competitor, a troll or a disgruntled former employee, perhaps - dispute it with the host site. You should also post a response because it may take time for the request to be processed, and the site may refuse to take the review down. You may also be able to send the reviewer a private message asking for details or requesting contact information.

Sometimes a review may be posted about an incident of which staff have no recollection and can find no record. As an example, pictured here is a review containing allegations about a vehicle break-in. In the response, the manager demonstrates concern and states that the hotel has no record of the incident, without being disrespectful or accusing the reviewer of dishonesty. Readers are left feeling that the authenticity of the review may be in question.



In the next example pictured here, the reviewer has left out important parts of the story, making hotel staff sound uncaring and incompetent. The manager responds to fill in the missing details in a professional and courteous manner. He thereby informs readers that efforts were made to resolve the situation and that there are two sides to the story.



# Prevention

# Preventing Reputation Attacks

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Now let's look at how to prevent reputation attacks from happening in the first place.

1. Deliver on Promises

2. Perform Temperature Checks

3. Put a Social Media Policy in Place

4. Adhere to Review Site Policies

5. Prevent the Use of Your Hotel Name in Search Ads



# 1. Deliver on Promises

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Sometimes hotel managers blame guests for bad reviews when in fact the hotel is to blame. Guests arrive expecting a certain quality of experience based on information provided on the hotel's website, in promotional materials, or by sales and reservations staff, but the reality is much different.

Today, hotels that make promises they can't keep risk a backlash in bad reviews. To prevent negative reviews and social media attacks, hotels must be transparent and authentic about the type of experience they provide. By setting realistic expectations, you create opportunities to exceed expectations, which will generate positive reviews.

**Expectations**



**Reality**



“So Disappointed!!!”



## 2. Perform Temperature Checks

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Rather than wait until checkout, when it may be too late to resolve issues, staff should check in with guests during their stay to ask how everything is going. When prompted, guests may bring up the type of inconveniences and nuisances that show up in reviews. Staff should be on the alert for signs of trouble and act quickly to resolve problems. As mentioned, ReviewPro's in-stay surveys will automate temperature checks for you.



# 3. Put a Social Media Policy in Place

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As discussed, a social media policy is a code of conduct to guide employees in social networking activity related to your hotel or brand. It identifies goals, rules, guiding principles and values. Rather than discourage employees from participating in social media, it should encourage them to support your efforts, while at the same time clarifying where they stand, what is appropriate and what is not appropriate.

A social media policy will help lower the risks of staff posting inappropriate content, offending others, damaging your hotel's reputation and causing legal issues.

When preparing your social media policy, consider including the following elements:

- Specify that all ideas and content shared on the hotel's official social media channels must be vetted and distributed by designated social media administrators.
- Employees should read content thoroughly and think before posting, sharing and commenting on social media. All content should be considered public.
- Employees should adhere to the same rules of conduct on social media as on property. This includes demonstrating respect, openness and transparency.
- If employees represent your hotel or comment on topics related to your hotel on personal social media accounts, websites or blogs, they should add a disclaimer to say that the opinions are theirs and not those of your hotel.
- Employees should use strong passwords for social media accounts (alphanumeric, minimum 10 digits), change passwords regularly, use a different password for each platform, and maintain separate accounts for personal and business profiles.



# 3. Put a Social Media Policy in Place

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- Access to the hotel's social media accounts should be limited to those responsible for sharing official content. If an employee leaves the company or is dismissed, passwords should be changed and administrative rights canceled immediately.
- Ask a human resources professional, legal representative, social media expert and representative from corporate office to review the policy to ensure it adheres to local laws, employment standards and corporate standards.
- Review the policy with all employees and contractors, ask them to sign it, and place a copy in their personnel file.



# 4. Adhere to Review Site Policies

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TripAdvisor and other review sites have guidelines on writing, soliciting and responding to reviews. Management should ensure that staff are familiar with these policies and that they adhere to them at all times.

Review sites do not permit staff to write reviews of their hotel or offer incentives and rewards to guests for writing reviews. While TripAdvisor encourages hotels to solicit reviews from guests, staff should not ask guests to write reviews while on property; a number of reviews posted from the same IP address may trigger its fraud detectors.

If staff violate policies or engage in review fraud, the hotel risks being penalized by the review site. On Yelp and TripAdvisor, penalties include a reduction in the hotel's ranking and a consumer alert posted to the hotel's listing.

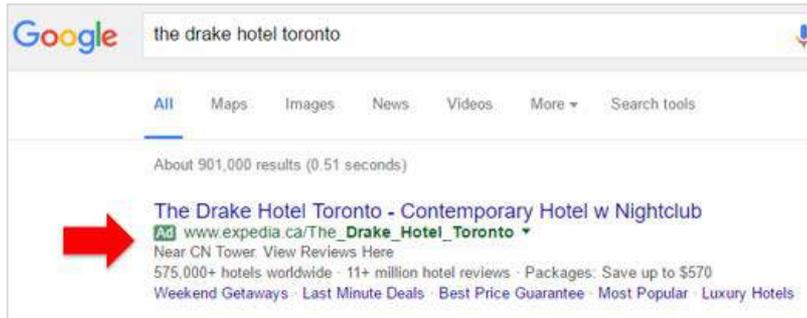
## Message from TripAdvisor:

TripAdvisor has grounds to investigate that individuals or entities associated with or having an interest in this property may have attempted to interfere with traveler reviews and/or the Popularity Index for this property. Please take this into consideration when researching your travel plans. We make our best efforts to identify suspicious content and are always working to improve the processes we use to assess traveler reviews.



# 5. Prevent Others Using Your Hotel's Name in Ads

The practice of OTAs using hotel brand keywords in search advertising, known as “brandjacking”, is quite common these days. In the screenshot pictured, Expedia uses a hotel's name in the title of a cost-per-click ad on Google.



Brandjacking can divert travelers away from your hotel's website, create traveler confusion over where they are booking, and drive up the costs of search advertising. Is there anything you can do to stop OTAs from engaging in this practice? We consulted Max Starkov, president and CEO of HeBS Digital, one of the leading hotel marketing agencies. Here are his recommendations:

- Trademark your hotel name in your jurisdiction. You can do this by searching online for your government trademark registry.
- Insist that OTAs include a paragraph in your agreements that disallows them and their affiliates from using your trademarked brand name in any paid search advertising. At a minimum, the contract should include a clause forbidding OTAs from outbidding your hotel on branded keyword terms.
- Be vigilant, and monitor your hotel name online to keep an eye on OTA activity.
- Maintain a well-funded paid search campaign focused on your property's branded keyword terms.
- Work with a professional digital marketing firm to help you with paid search, SEO and digital marketing.



# **Managing a Social Media Crisis**

# Social Media Crisis Management

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Sometimes an issue goes beyond a negative review to become a full-blown crisis that threatens to do serious harm to reputation. While crisis management falls beyond the scope of this guide, here are a few basic guidelines for averting and managing a social media crisis:

- **Be prepared.** As we've discussed, every hotel should have a social media policy in place, including guidelines for employee conduct, the steps to take in the event of a crisis, and roles, responsibilities and communication channels.
- **Act quickly.** Take prompt action to contain the incident, but not before you have investigated the situation and have assessed your options and the potential consequences.

- **Bring in the experts.** If it's a serious threat, you may need to consult a public relations firm, lawyer or reputation management firm for advice and guidance.

## Hotel refuses to refund Army veteran who cancelled 50th wedding anniversary party when wife died



## Incident Causes Firestorm of Outrage

# Managing a Social Media Crisis

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- **Publish an official response.** People can be quick to condemn but may change their mind when they hear your side of the story. State your case with sincerity, be open and transparent, and speak to your company's track record. Use online and offline media to get the message out, but choose one channel for your official response such as your website or Facebook page and direct inquiries there.
- **Rally supporters.** Ask guests, employees and industry partners for support, testimonials and assistance with spreading positive information and clearing up misinformation.
- **Don't fan the flames.** If the issue is controversial or emotional, you might find yourself under attack no matter what you do or say. After publishing an official response, it might be prudent to go silent and wait for things to settle. Monitor the situation closely and modify your approach as necessary. The good news is that as quickly as things can flare up in social media, they can die off too.



# About Us

ReviewPro is the leading provider of Guest Intelligence solutions to independent hotel brands worldwide.

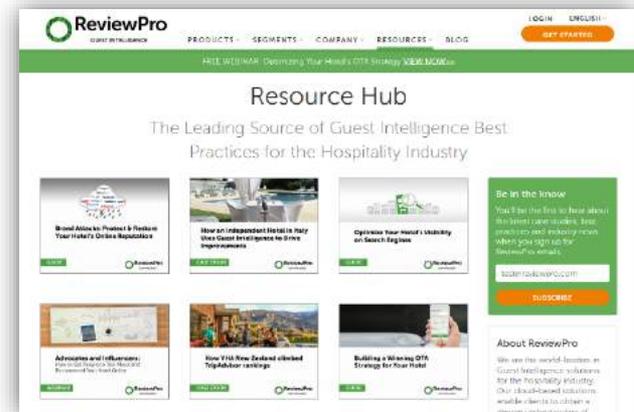
The company's comprehensive suite of cloud-based solutions includes Online Reputation Management (ORM) and the Guest Survey Solution (GSS), which enable clients to obtain a deeper understanding of reputation performance as well as operational/service strengths and weaknesses. We provide actionable insight to increase guest satisfaction, rankings on review sites/OTAs and ultimately revenue.

The company offers the industry-standard [Global Review Index™ \(GRI\)](#), an online reputation score, which is used by thousands of hotels worldwide as a benchmark for reputation management efforts, based on review data collected from more than 175 online travel agencies (OTAs) and review sites in more than 45 languages. More than 30,000 hotel brands worldwide are currently using ReviewPro's solutions.

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