

Stand Up to Cyberbullying

A BERNSTEIN CRISIS MANAGEMENT WORKSHOP

Veterinary Vulnerabilities

- Customers/clients have significant emotional investment.
 - “Horror” stories (true or not!) involving pets carry high emotional impact.
 - Medical fees often difficult to predict with 100% accuracy.
 - Clash of expectations - veterinary office vs. humans and ER.
 - Large percentage of unprotected reputations.
- ❖ *What have you identified as making vets vulnerable to cyberbully issues?*

Control your presence

A profile for your business can be started nearly anywhere,
whether you want it to be or not!

Claim and control your brand online:

- Social media profiles
- Review site listings (ALL of them!)
- URLs

How do you monitor for trouble?

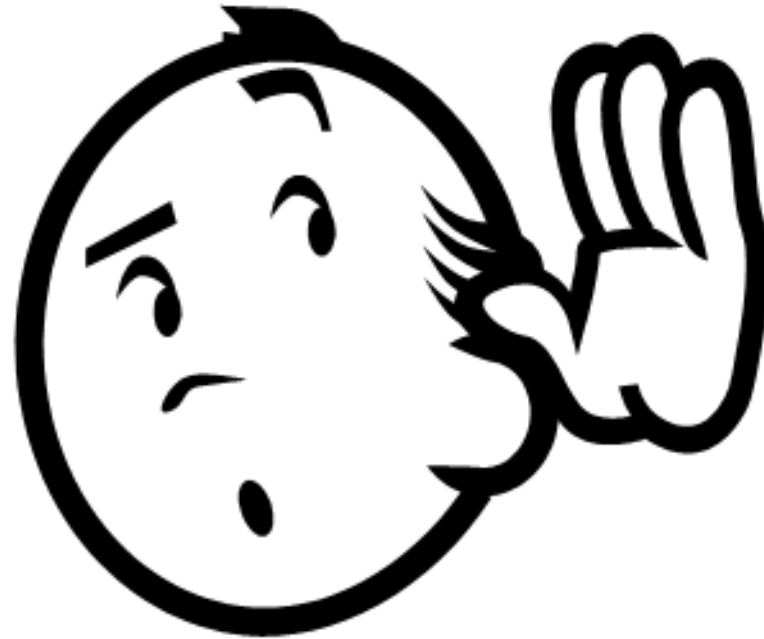
Listen!

Key monitoring items:

- Your name
- Review activity
- Social media activity

Additional monitors:

- Key employees
- Known opponents
- Known supporters
- Local influencers



What is cyberbullying?

The most common cyberbully tactics:

- Attacking review sites
- Sharing untrue “experiences”
- Social media spam
- Hate pages
- SEO takeovers

...and motivating minions to do all of the above!

❖ *What forms of cyberbullying have you seen?*

Attacking review sites

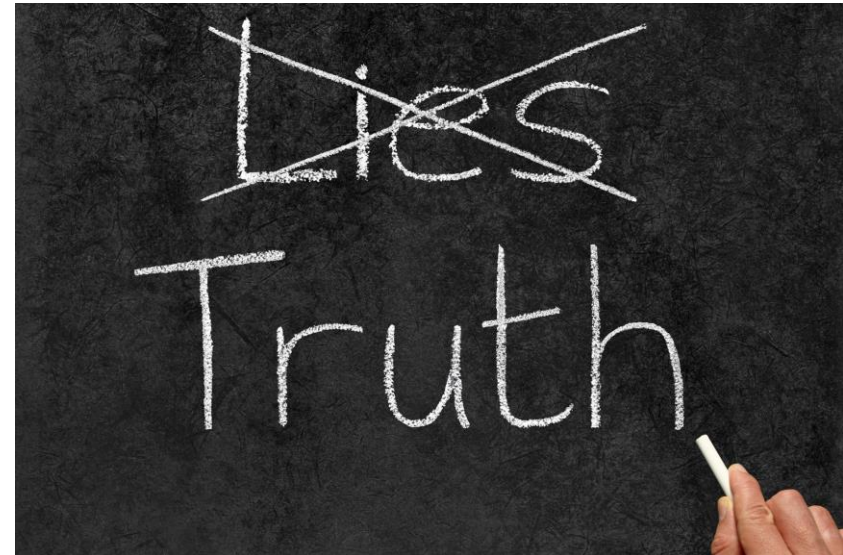
Studies have shown that a one-star jump in Yelp rating typically results in a 5-9% increase in revenue.

- Legitimate complaint vs. attack
- Review spam: a legit post gone bad
- Remove or respond?
- Going beyond the report function

Sharing untrue experiences

Tell your side of the story

- ❑ Respond from a platform you control.
 - *What about when the media's involved?*
- ❑ Support with facts - “debate style”
- ❑ Don't become the bully.
- ❑ 3 Audiences – who are you trying to convince?
- ❑ 3 C's



The Three 3 C's of Credibility:

Every communication from your brand must come across as...

Compassionate

Confident

Competent

...or your words fall on deaf ears.

Social media spam

Don't let a barrage of posts detour your business.

- Control outsider's access.
- Set up privacy protection.
- Terms of Service.
- When to delete.
- When to ban.



Hate pages

Most social media sites allow users to create “fan pages” to discuss a brand, regardless of whether those “fans” love or hate you.

Exceptions:

- They are posing as you.
- They’re using your logos/other IP.
- The contents of the page itself violate ToS (comments, images, etc.)

What to do:

- Report
- Monitor
- Understand why



Haters are going to hate

SEO Takeovers

You risk losing **22% of total business** as a result of one negative article appearing on the first page of search results. That jumps to **44% for two**, and **59% for three**.

[Own the first page of searches for your name.](#)

- The easy ones - social media, review platforms, SlideShare
- Content / “self coverage”
- Seeking media attention

Review removal -Facebook

Review removal allegedly based on <https://www.facebook.com/communitystandards>

If there is no commentary it's staying.

Most successful Facebook reviews removals are because the post...

- Contained hateful, inappropriate or violent speech/images
- Was posted for the wrong page altogether

Removal difficulty: 9/10

Review removal - Google

Review removal allegedly based on <https://support.google.com/business/answer/2622994>

If there is no commentary it's staying.

Most successful Google reviews removals are because the post...

- Contained hateful, inappropriate or violent speech/images
- Was off-topic
- Copy/paste spam

Removal difficulty: 6/10

Review removal - Yelp

Review removal allegedly based on <https://www.yelp-support.com/article/When-should-I-report-a-review>

If there is no commentary it's staying - unless you can prove a conflict of interest.

Most successful Yelp reviews removals are because the post...

- Contained hateful, inappropriate or violent speech/images
- Contains a confirmed conflict of interest
- Copy/paste spam
- **Does not focus on *their own* consumer experience**

➤ Yelp support for “2nd try” removals and extreme circumstances

Removal difficulty: 5/10

Presented by: Bernstein Crisis Management

What is a crisis?

Any situation that is threatening or could threaten to harm people or property, seriously interrupt operations, damage reputation and/or negatively impact the bottom line.

www.BernsteinCrisisManagement.com

For immediate assistance, dial (626) 825-3838