

SOCIAL MEDIA ESSENTIALS – YELP.COM AND GOOGLE.COM

It is very important to maintain an excellent reputation in the restaurant business. People tend to go where the food is excellent, and the service is good. Many people love to share the experience with their friends or family when they go out to a restaurant. For example, many people like to take pictures of the food they ordered to post on Facebook and comment.

Also, **Yelp.com** and **Google.com** are good examples. Don't assume there is nothing you can do if you get a bad review. Every restaurant owner must consider the importance of immediately responding to reviews that are either positive or negative. Here are three things you can do:

1. Appoint someone to be the social media manager who is available always to monitor and respond to reviews left by your customers. Immediate action should be required. The job could be assigned to someone at the restaurant who has some downtime and has in interest in this.
2. Address any complaints you find on **Yelp** or **Google** in a respectful and appropriate manner. Your customers satisfaction should be your goal. If your patron was unsatisfied, ask why and how their experience could have been improved.
3. Don't be afraid to apologize and maybe offer a discount on their next visit or even a \$10 or \$15 gift card.

Whether you like it or not, Yelp has proven itself to be very important for restaurants. It was created to be a review site for its users. It is also a great source for driving traffic to your Website. If you are not listed on Yelp, or it is listed incorrectly, people will not be able to find you. According to Social Media Marketing for Restaurants, "Having your restaurant accurately and positively listed is kind of like a pipeline right to your business with Yelp users". Social media today can cause great damage with negative reviews. Don't take it lightly and fight to keep your good reputation.

I recommend Social Media Marketing for Restaurants as it covers the topic in much greater detail. (ISBN 9781976289989)