i matter.

Strategies for Business Management

Business Matters: Addressing Social Media Comments

We all get negative feedback, but when provided publicly it can be particularly challenging. Social media is one place where negative feedback is often received.

A recent survey of Ontario veterinarians identified social media and public reviews as a source of significant stress.

The OVMA has prepared a Social Media Response Toolkit, which outlines best practices and guidelines for preparing a social media strategy/policy for your clinic.

Visit **https://www.ovma.org/veterinarians/public-relations/social-media**

Tips for dealing with a negative review:

- ✓ Stay calm.
- ✓ Respond in a timely manner to express your concern. Contact them directly and move the conversation offline.
- ✓ Acknowledge errors immediately.
- ✓ Be honest and authentic.
- ✓ Support your team members. Do not place blame and discuss how things could have been handled differently.

There are three keys to prevent them from reoccurring:

1. Provide clients with written estimates to avoid "**sticker shock**".
2. Review communication and customer service policies with your staff. Prepare a **social media strategy** for the clinic!
3. Ensure staff are trained and prepared to provide the best possible experience by being professional, transparent and compassionate.

I Matter is a platform to equip Ontario veterinarians with knowledge and strategies to help them better cope with and respond to the challenges they face in their professional and personal lives.

Visit **www.i-matter.ca**

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