

# Skilled Nursing Facility (SNF) Online Reputation Management Expectations and Template Responses

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## REPUTATION MANAGEMENT EXPECTATIONS

**Marketing Directors should include the following elements in their online reputation management strategy:**

- Respond to online reviews directly in your Reputation.com portal. For access to Reputation.com, please contact [social@pacs.com](mailto:social@pacs.com)
- Respond to online reviews within 24 hours of receiving the review.
- Work to maintain a 4-star rating or above.
- Connect with your RDO and/or the Marketing Team ASAP should you receive a concerning negative review for help in crafting a response.
  - **Please note:** While we can “flag” online reviews for removal, most of the time, these reviews will not be removed. It is always in your best interest to connect with your support team right away to craft a response to any negative or concerning reviews and work under the assumption that the review will not be removed.
- Regularly request online reviews from happy family members, residents and team members.

## NEGATIVE REVIEW RESPONSE TEMPLATES

### Option 1:

Hello [USER NAME],

Thank you for taking the time to share your experience at our community. We are always looking for ways to improve and we apologize that our community was not to your satisfaction. We have made note of your feedback and have notified our team. We invite you to contact our community directly at [COMMUNITY PHONE] if you have any additional concerns or details to share.

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### Option 2:

Hello [USER NAME],

Thank you for taking the time to share your honest feedback with us. I'm sorry to hear that your experience didn't meet your expectations. I've shared your review with our team so we can focus on this opportunity for improvement. Please feel free to contact our community directly at [COMMUNITY PHONE] if there are any additional concerns you'd like to discuss.

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### Option 3:

Hi [USER NAME],

Thank you for your feedback. We understand how important quality care is for our residents and their families. We are committed to providing personalized attention and support. Please reach out to us directly at [COMMUNITY PHONE] so we can discuss your concerns and ensure our care is meeting your expectations.

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### Option 4:

Hi [USER NAME],

Thank you for leaving feedback. Our leadership team has been made aware of this review and your experience. If you are willing, we invite you to contact us directly at [COMMUNITY PHONE] so we can learn more details and identify ways to improve our resident experience moving forward.

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### Option 5:

Hi [USER NAME],

We appreciate your honest feedback, as we are always looking for ways to improve. Thanks for bringing this matter to our attention. We would like to get more details about this matter and invite you to reach out to us directly at your earliest convenience at [COMMUNITY PHONE].

## POSITIVE REVIEW RESPONSE TEMPLATES

### Option 1:

Hello [USER NAME],

Thank you so much for your kind words! We're thrilled to hear that your loved one is enjoying their time with us. Our dedicated team works hard to create a warm and supportive environment for all our residents. We appreciate your support!

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### Option 2:

Hello [USER NAME],

Thank you for your wonderful feedback! We're so pleased to hear that your loved one is receiving the care and support they deserve. Our team is dedicated to providing personalized care, and your appreciation motivates us to keep doing our best!

### Option 3:

Hi [USER NAME],

Thank you for your lovely review! Creating a warm and welcoming atmosphere is our priority, and we're glad to know that it resonates with our residents and their families.

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### Option 4:

Hi [USER NAME],

Thank you for your wonderful feedback! We strive to foster a supportive and friendly environment for all our residents. It's heartwarming to hear that you've experienced this sense of community firsthand!

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### Option 5:

Hi [USER NAME],

We're so grateful for your feedback! Providing high-quality care is our top priority, and we're glad to hear that you feel confident in the support your loved one is receiving. Thank you for trusting us with their care.

## SOCIAL MEDIA EXPECTATIONS

**Marketing Directors should include the following elements in their social media strategy:**

- Know what social media channels you have for your community (also make sure you have access to these channels!)
  - Plan and develop regular social media posts.
  - Partner with all community leadership and residents to craft compelling content.
  - Engage with customers on social media.
  - Review current social media trends and incorporate them into your strategy.
  - Ensure any residents and/or team members posted on social media have filled out a Media Release Form.
  - Regularly review analytics and performance.
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### Social Media Content Goals

**Keep up with the competition** — more and more senior living communities are getting online. Having a social media presence will help legitimize your business and show that you stay current with industry trends.

**Connect with residents/families** — family members want to know that their loved ones are safe, happy, and living life to the fullest. Sharing photos and videos of residents on social media (with their permission) can foster peace of mind and improve customer satisfaction.

**Tell a story to prospects** — sharing positive resident experiences doesn't just make families happy. Photos and videos of people in your community enjoying themselves tell a compelling story to prospects. Giving them a glimpse into what life in your community is really like will help them visualize themselves living there.

### Facebook and Instagram Guidelines

**It's best to have the sites linked, so content can be shared on both platforms simultaneously.**

**Ideal posting goal of 5-10 posts per month.**

**Canva is your best friend for content generation. Your community should have their own Canva account.**

**Be sure to utilize Meta Facebook Planner to preschedule posts on both platforms.**

**Keep posts fun and simple, try to incorporate things like trends, national holidays, etc.**

**Short-form videos are some of the most engaging content options.**

**Don't be afraid to explore Facebook Live. Some Live streaming ideas include:**

- Virtual tour of your community
- Interactive interviews with your team and residents
- Community activities and events
- Q&A Session

## TikTok Guidelines

**Ideal posting goal of 5-10 posts per week.**

**Ideal video length goal of 21-34 seconds.**

**Videos made with trending sounds and themes perform the best. Always consider how current TikTok trends can relate back to your community and post-acute care.**

**Stay mindful of how what you are posting reflects your community and its culture.**

**Utilize trending and industry-specific hashtags.**

## Posting Ideas

- A day in the life – residents and team
- Dance competitions
- Tours
- Activities and events
- Resident/family member interviews
- FAQs
- Testimonials
- Post-acute Myth Busters
- Health and wellness tips
- Resources guides and blogs
- Current industry news and updates
- Webinars
- Available care and support
- Holiday and seasonal messaging

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## Reporting Terms of Use Violations

All social media messaging platforms have a process through which to report users who violate their terms of use. If you believe that comments made about your community or team on a social media platform violate its terms of use, do not hesitate to go through their process to register a complaint.

**Below are the processes for some common media platforms:**

**Facebook:** Report a post: Go to the post you want to report. Click more in the top right of the post. Click Report post. To give feedback, click the option that best describes how this post goes against our Community Standards. Click Next. Depending on your feedback, you may then be able to submit a report to Meta. For some types of content, we don't ask you to submit a report, but we use your feedback to help our systems learn. Click Done.

**Instagram:** If you have an Instagram account, you can report a profile or content on Instagram that doesn't follow our Community Guidelines.

### How to report a post through Feed:

- Click more actions in the top right of the post.
- Select Report and follow the on-screen instructions.

### Currently, you can report a post for any of the following reasons:

- Spam
- Nudity or sexual activity
- Hate speech or symbols
- Violence or dangerous organizations
- Bullying or harassment
- Selling illegal or regulated goods
- Intellectual property violations
- Suicide or self-injury
- Eating disorders
- Scams or fraud
- False information

**You can also report a profile for posting content it shouldn't be, pretending to be someone else, or for being a child under the age of 13. Keep in mind that your report is anonymous, except if you're reporting an intellectual property infringement. The account you reported won't see who reported them.**

**Google:** To report abuse directly from a Google Site, click Report abuse at the bottom of the page. You can report behavior that you consider to be a violation of Google's Terms of Service or program policies. Violations include:

- Spam, malware, and phishing
- Violence
- Hate speech
- Terrorist content
- Harassment, bullying, and threats
- Sexually explicit material
- Child exploitation
- Impersonation
- Personal and confidential information
- Illegal activities
- Public streaming
- Copyright infringement
- Content use and submission

**You can report abusive content on websites created with Google Sites and hosted in Google Drive. Some violations of our program policies include:**

- Spam, malware, phishing
- Copyright