Strategies for Legally Generating and Monitoring Online Reviews

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Whitney Gibson, the leader of the firm's internet defamation practice, authored an article for Social Media Explorer titled "Strategies for Legally Generating and Monitoring Online Reviews." The article highlighted how businesses can manage their online reputation through online reviews.

The article states:

> *"Businesses should consider implementing a content-neutral program to generate additional reviews – that is, without providing any incentives (e.g. cash, gift cards or discounts). Not only do websites such as Yelp and TripAdvisor prohibit businesses from unfairly influencing reviews, but government agencies have gradually started to crackdown on false and deceptive reviews.*

> *The best mechanism for neutrally generating reviews may be to establish a program – perhaps utilizing a third-party review platform – that involves sending a professional email soliciting feedback from customers within 24 hours after they leave. The email should ask customers about their experiences, encouraging them to submit a review and take a brief survey to help the business improve.*

> *Verified customer reviews will provide helpful feedback for businesses while simultaneously contributing to an aggregate profile of the business which would likely appear highly in search engines (and ultimately help generate more business leads). Even, say, a five percent participation rate among customers will substantially increase a business's reviews."*

To read the entire article, visit the Social Media Explorer website.