1. Google your company periodically to see what people are saying. Scan at least three pages for negative content. If you find it, address it
2. Having a regularly updated and high-quality blog can greatly improve your chances of outranking anything negative with positive publicity
3. Engage in conversations that you spot about your business, even if they are negative. Do so with tact and you might change their mind
4. Set up a google alert with your company’s name. You will get notifications every time something new is said about your company.
5. Be careful about what you put online. If you would not like your mother to see it, your customers should not get to see it either.
6. Remain neutral even when you see heated discussions going on. If you feel like intervening, turn off the computer and go for a walk.
7. Always respond quickly to any negative reviews. Contact them and come to an agreement. Make it up to them if you have to.
8. Try to build a reputation on Twitter to keep your customers engaged and to stay on top of any feedback that you may miss otherwise.
9. Try not to act differently online from your real life personality. People like to know that they are interacting with other people.
10. Never make any promises you can’t keep and always follow through on any promises that you make to your customers
11. Respond to all comments people leave on your social media profiles. The most powerful words you can use with your customers are thank you.
12. Try to follow through with customers online. Engage and see how word of mouth about how friendly you are spreads like wildfire.
13. There are lots of tools that let you keep track of what people are saying about you online. Use them to join the conversation.
14. Don’t be afraid to ask for feedback on social media. It shows that you are interested in being better and creates buzz for you.
15. Videos are a great way to make people see how human you are and what you are trying to do. Record a video at work and post it on youtube.