

Facebook Reviews *PlayBook*

Everything you need to know about Facebook Reviews and how you can increase the organic reach of your Facebook Page.

☆ = embedreviews
by embedsocial

The image shows a screenshot of the Facebook page for 'Embed Social'. The page header includes the Facebook logo and the name 'Embed Social'. Below the header is a navigation menu with options: Home, About, Explore, Photos, Likes, Videos, Posts, and Reviews. The 'Reviews' option is highlighted with a red dashed border. Below the menu is a green button that says 'Create a Page'. The main content area features a cover photo with the text 'embedsocial Tech for...'. Below the cover photo are interaction buttons for 'Liked', 'Following', and 'Share'. There is also a 'Status' and 'Photo/Video' section, and a text input field that says 'Write something on this Page...'. At the bottom, there is a 'Photos' section showing a photo of a speaker at a '2016 GLOBAL PARTNER SUMMIT'.

Why you should care about Facebook reviews?

I thought that you might ask this question.

In my opinion, you should **DEFINITELY THINK ABOUT** whether to activate the Reviews option on your Facebook page. If you decide to do so, then I recommend you to make the most out of it.

Believe me, you will get lots of benefits and open a new chapter in your open and direct communication with your customers. And you might get more sales with the help of your customers.

Below are the **top 5 benefits** that the Facebook Reviews can bring for your business:

1. Increase organic reach
2. Boost credibility
3. Promote positive and direct customer service;
4. Get top position at [Facebook professional services](#)
5. Gain immediate trust

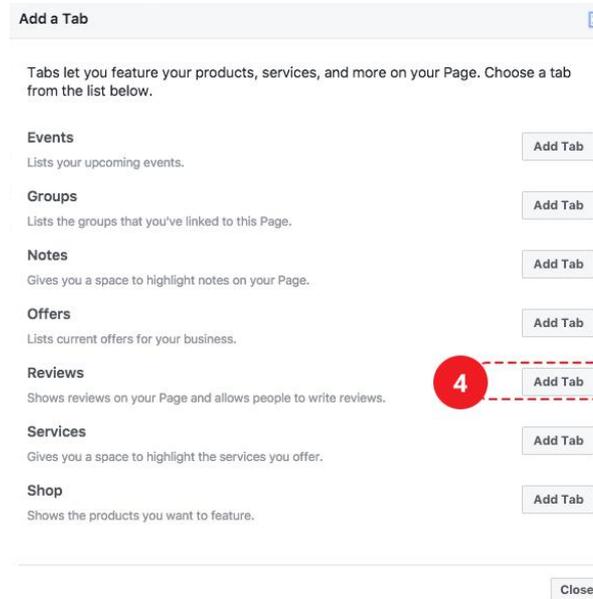
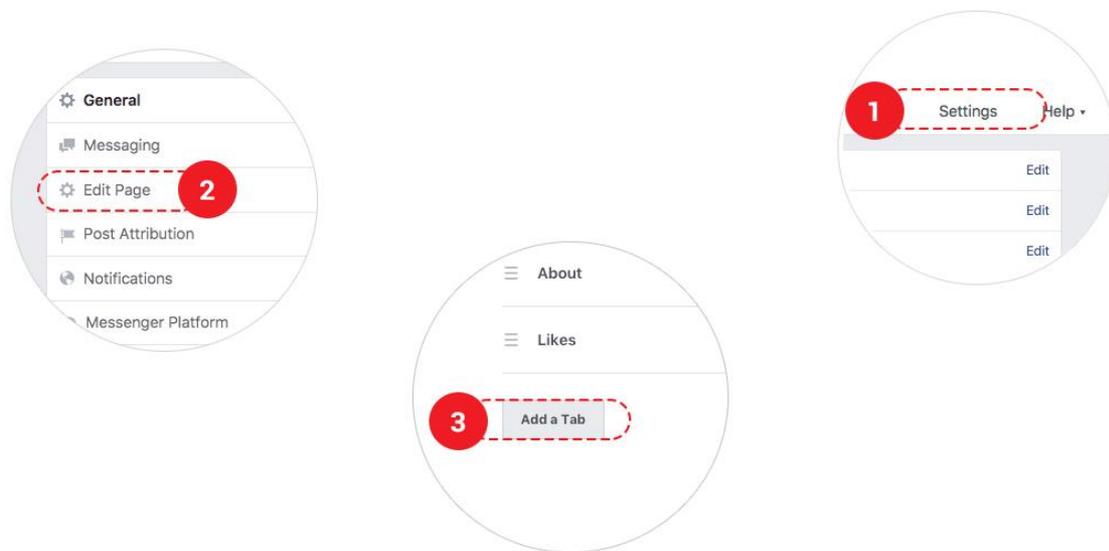
How to Activate the Reviews Tab?

Open your Facebook Page and follow these 4 steps:

1. Navigate to the **Settings** section
2. Click **'Edit Page'**
3. Scroll down and click **'Add tab'**
4. Find 'Reviews' in the list of tabs and click **'Add tab'**

That's it! The Reviews tab will appear on your page*.

* If this option is not available for your page you might need to change your page category. Go to - About tab > Edit Page Info > Choose 'Local Business' from the list.



How to write a Facebook Review?

First things first!

Let's see how the newly activated Reviews work. To write a review you should follow the steps below:

Go to:

<https://www.facebook.com/YourPageName/reviews>

1. Click the fifth star (Excellent)
2. A pop-up will appear with a textarea where you can write your review
3. Click 'Done'

Note: The review should be more than 50 characters.

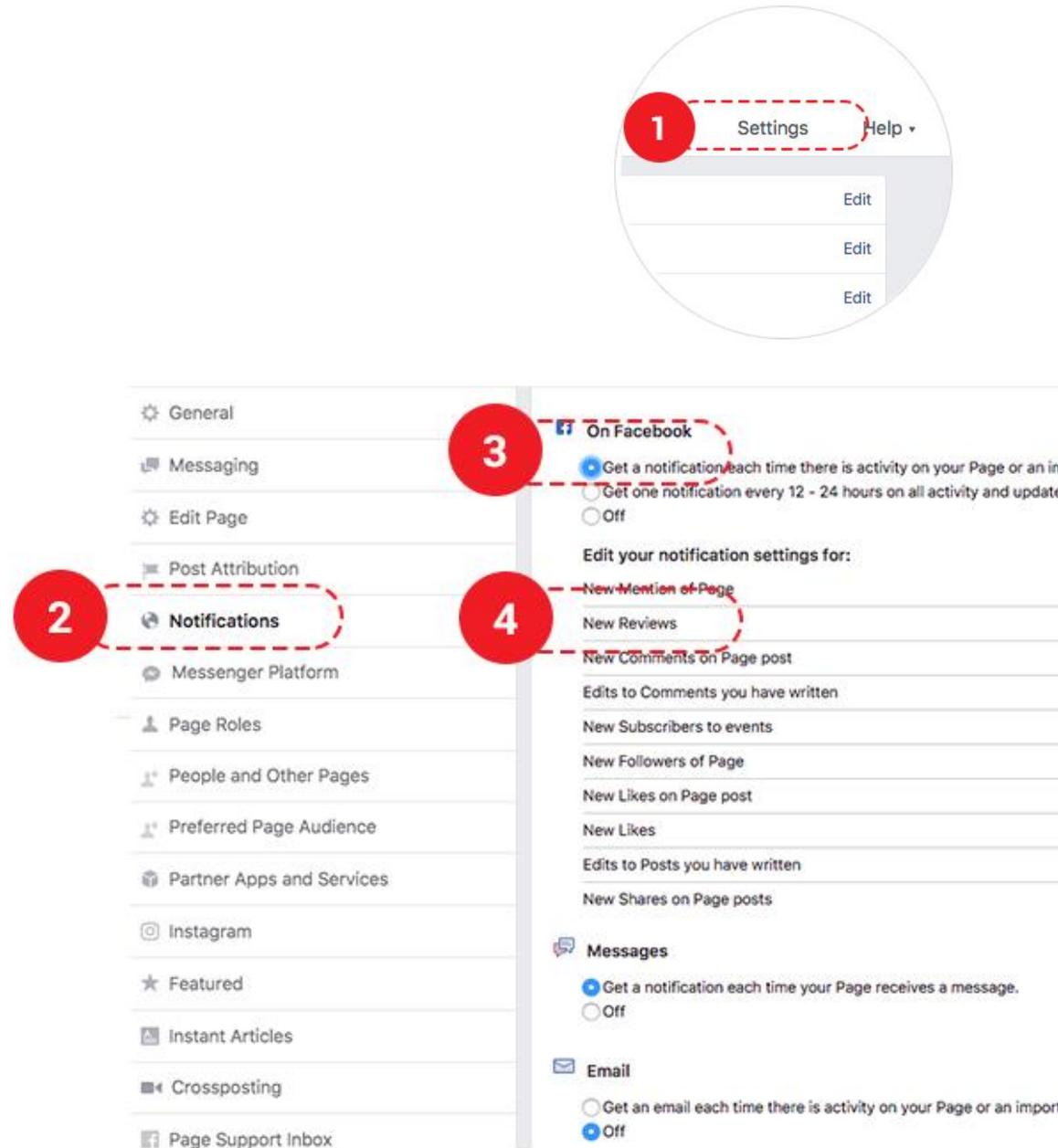
The screenshot illustrates the Facebook review process in two stages. In the first stage, a user's profile picture is shown next to a five-star rating. A tooltip labeled 'Excellent' is positioned over the fifth star. A red circle with the number '1' and a dashed red line highlights the star rating area. In the second stage, a 'Review Embed Social' pop-up window is displayed. It features the same five-star rating and 'Excellent' label. A red circle with the number '2' and a dashed red line highlights the text input area. The input field contains the text: 'This is an amazing product! Thank you guys for creating it and I hope you will continue building new features.' Below the input field, there is a 'Public' dropdown menu and a blue 'Done' button.

How to know that you've received a Facebook Review?

To make sure that you will never miss a review on your Facebook page, you should **activate an option to receive a notification every time a new review is posted** on your Facebook page.

To activate the notifications option, follow the steps below:

1. Navigate to the **'Settings'** sections of your Facebook page
2. Click the **'Notifications'** tab
3. Select the first option 'Get a notification each time there is activity on your Page ...'
4. Than the 'New Reveivs' notifications option is by default turned on.



How to promote your Facebook Reviews (offline)?

Once you are comfortable to start receiving reviews you should start promoting your 'Reviews' section:

To start with an offline promotion you should do the following:

1. Ask your customers to post a review on your Facebook page
2. Give them a 5% discount or similar for every review posted on Facebook
3. Put a sticker on your shopping window, or tables or counter - a position that will let your customers know that they have the option to review your business. [Get an official Facebook sticker.](#)
4. Use [Facebook Wi-Fi](#) to ask visitors to check-in at your place and post a Facebook review. [Here is a great example](#)



How to promote your Facebook Reviews (online)?

Review us on Facebook



To start with an online promotion you should do the following:

1. Ask your customers to post a review on your Facebook page and display their reviews on the page (*examples at the bottom of this document*)
2. Embed a **'Review us on Facebook'** button on your website or thank you pages. (Get free HTML & CSS buttons [here](#))
3. Use your Facebook Reviews to create Facebook ads for retargeting your initial leads (*example on the right*)
4. Create a Facebook contest - Ask Facebook fans to write a review and receive a coupon code or a discount.



Embed Social

Sponsored · 6

Like Page

Display your social media photos on any website with a #5 star platform.



★★★★★ I'am super happy with EmbedSocial

"The product works like a charm! But I want to mention how outstanding their support is. They made several customizations for us and now the widget looks perfect! thanks and keep up the good work!"

EMBEDSOCIAL.COM

How to respond to a Review?

I recommend you to immediately respond to a review. I hope that most of the reviews you will receive will be positive so I suggest to say thank you.

To do this follow the steps below:

1. Navigate to the 'Reviews' tab
2. Find the review where you want to post your response
3. Write your appreciation in the comments bar

You can write appreciation from the page or it is best to write from your account. Best if the CEO of the company writes the comment.

That's it!



Toni Toshic reviewed Embed Social — 5★
April 28 at 6:58pm · 🌐

Great product and an amazing support team. Keep up the good work!

embedsocial
Embed Social
Local Business · 1,338 Likes

Like Comment Share Buffer

Thanks Toni for your 5 star review! We appreciate your trust in us and we will continue to make sure our service exceeds your expectations.



Mike Allton reviewed AgoraPulse — 5★
April 25 at 9:10pm · 🌐

No other tool delivers so much for so little. Look at the features, yes, but also look at the overall time you'll save by being more effective and efficient with your social media activity. At the end of the day, that's what matters most!

Emeric Ernout 1 Comment

Like Comment Share Buffer

Emeric Ernout Thanks Mike, I appreciate!
Like · Reply · 1 · April 25 at 11:32pm

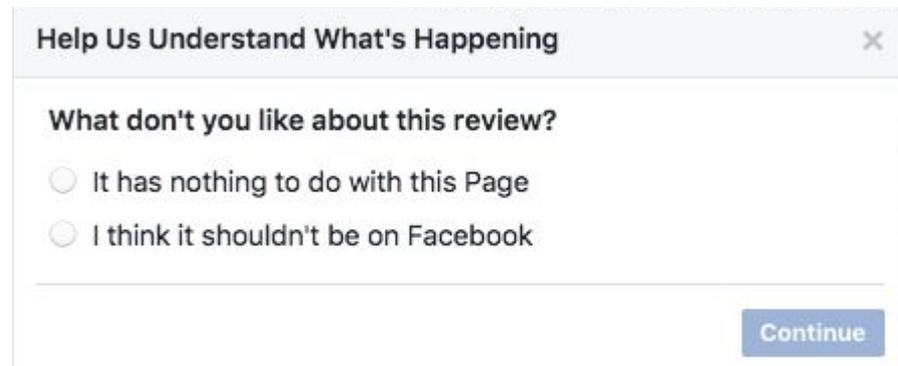
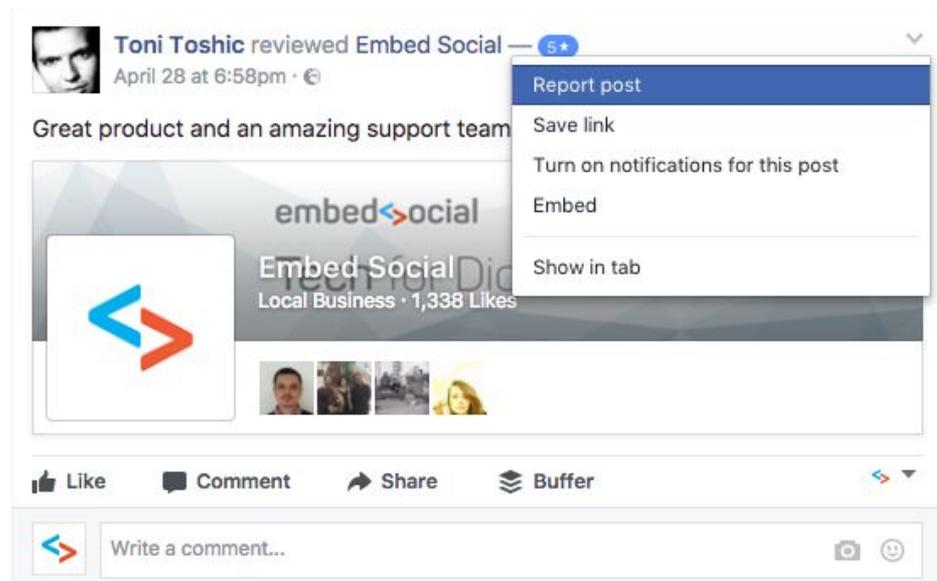
Write a comment...

How to delete (or should I delete) a review?

Yes, every business gets negative reviews, so you should expect one. Should you delete it? Well **you can't**. Yes, Facebook does not offer an option to delete a negative review or any review for that matter.

Still, there is an option to report it, if it is not compelling to the Facebook Community Standards a review team will make sure it is removed from your page. To report a review, follow these steps:

1. Navigate to the negative review
2. Click the top right arrow
3. Click **'Report post'**
4. Choose the reason and click **'Continue'**.



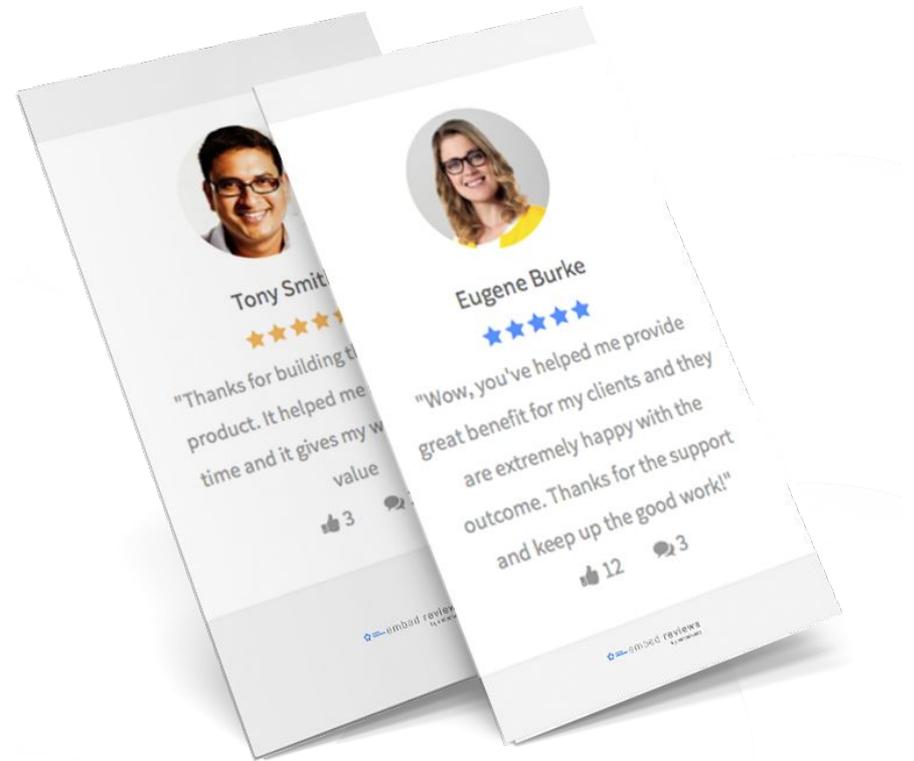
How to display Facebook Reviews on your website?

Can you imagine if you can display your Facebook reviews on your website? And what if they can auto-update each time a new user gives u a 5 star review?

Useful, right?!

Well, this is possible and it is provided by the plugin EmbedReviews.

It is coming soon and you can subscribe at EmbedReviews.com to get exclusive access to the Facebook Reviews plugin.



facebook 5.0 ★

Summary

1. Make sure you provide an awesome customer service, offline and online
2. Thank with a comment or like every customer/Facebook user for the review they posted on your Facebook page
3. Preferably, involve the top management in the “thank you process” of your Facebook reviews
4. Make sure you keep your ratings 4 stars or above
5. Display the reviews on your website. Sign up for an early access at EmbedReviews.com

Hope you'll find this playbook useful

Katerina Bojkov
Co-Founder and Head of Growth at EmbedSocial





Zel White Tattoos

May 8 at 8:14am · 🌐

👍 Like Page

Loved your experience with me? Review me and our awesome little shop on this page or the @jollyoctopustattoos facebook page and you might win yourself some dollars towards your next work of art 😊❤️
#facebookreviews #reviewyourartist #lovereadingtestimonials #happyclientsandgreatart



Embed Social

32 mins · 🌐

The latest 'Thank you' card goes to Jonathan Harper.

"Thank you Jonathan for using our service and we will make sure it exceeds your expectations!" 🙌

- Nikola, CEO at Embed Social #FacebookReviews



“
Hello Embed Social, I wanted to contact you regarding your product/service. I have found using the service **incredibly user friendly** and responsive to WordPress desktop and mobile in the way I was exactly looking for. I have rated you 5 stars on Facebook and will be sharing your service to our students!”



Jonathan Harper

embedsocial