# REPUTATION MANAGEMENT STRATEGY

SPIRIT

NYS

## AGENDA

1. What is reputation and why is it important?

2. Objectives

3. Reputation Audit

4. Recommended Sites for Active ORM & Best Practices

5. Best Practices for Encouraging Reviews

6. Review/Mention Monitoring System

7. Response Strategy

8. Crisis Communication Plan

9. Sample Responses

10. KPI Metrics

# WHAT IS REPUTATION?

## 01 Brand vs. Reputation

- **Brand** relates to consumers' perceptions and feelings about a product.
- **Reputation** focuses on an organization's credibility and respect among multiple constituencies

## 02 Core Elements of Reputation

- **Trust**: The foundation of reputation
- **Responsibility**: Accountability to stakeholders without explicit acknowledgment. .

## 03 Building a Good Reputation

- **Engagement**: Active interaction with stakeholders is essential.
- **Innovation**: Critical for maintaining service quality.

# WHY REPUTATION MANAGEMENT IS IMPORTANT

**90%** of consumers used the internet to find a local business in the last year.
**82%** of consumers read digital reviews for local businesses.

Businesses risk losing **22%** of customers when just one negative article is found by customers online.
Three negative articles can increase the lost customer potential to **59.2%.**

Customers will spend **31%** more with a business that has excellent reviews.
**90%** of users trust User Generated Content (UGC)

OBJECTIVES

# OBJECTIVES

Strategic Platform Identification and Response Protocol

Monitoring System Implementation and Crisis Communication

# TARGET AUDIENCE

Donors under 40 - Next Gen (millennials and Gen Zers)

Other nonprofits

# REPUTATION AUDIT

# AUDIT OVERVIEW



Follower count: 234
Posts: 551



Follower count: 595
Likes: 322



No listing on Google Business Profile



Not rated due to few reviews



Listed with no rating yet



Neither listed nor accredited



Listed with highest seal of accreditation



Listed with a complete profile

# WHY REPUTATION MANAGEMENT SITES ARE IMPORTANT

**40%** of Millennials and Gen Zers conduct significant research into a nonprofit/ charity before they feel comfortable donating money. More than
**one-third** said that they began their research on social media before moving onto the organization's website.

# GOOGLE BUSINESS PROFILE

# GOOGLE BUSINESS PROFILE

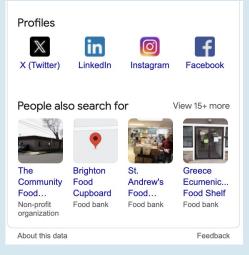- It's a free, easy-to-use profile that often appears at the top of Google's search results. The listing is geo-targeted, so it appears in the Google Map Pack to users searching in YOUR target area for YOUR services.
- Enhanced **visibility** in local searches
- Encourages supporters to leave reviews
- Provides useful analytics straight from Google
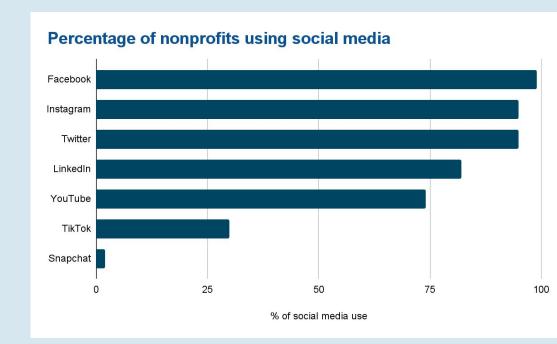
# GOOGLE BUSINESS PROFILE BEST PRACTICES

- Make sure to complete the profile with accurate information
- Keep track of reviews, questions & answers
- Include other social profiles in the listing to drive traffic

# FACEBOOK BUSINESS PAGE

- According to M + R Benchmark Report 2023, the Facebook adoption rate for nonprofits in the United States is **99%**.
- Among donors who inspired to give by social media, **56%** say Facebook has the most impact.

**Percentage of nonprofits using social media**

| Platform | % of social media use |
|---|---|
| Facebook | ~99 |
| Instagram | ~95 |
| Twitter | ~95 |
| LinkedIn | ~82 |
| YouTube | ~74 |
| TikTok | ~30 |
| Snapchat | ~2 |

% of social media use

# Foodlink

**Rachel Lynn** recommends **Foodlink**.
November 15, 2019 · 🌐

So rewarding to learn of all the programs that FoodLink feeds so many!! We bagged onions, milk and breads!!! Love volunteering with them!

2 comments

**Elizabeth Hoteling** recommends **Foodlink**.
December 19, 2019 · 🌐

FoodLink is phenomenal. I'm on St. Patrick's Social Ministry Committee and we oversee the Macedon Food Pantry. Can't say enough about how FoodLink assists us with food for our clients! Twice monthly deliveries to keep our Pantry full.
Thank you FOODLINK of Rochester!

**Raeona Cox** recommends **Foodlink**.
January 31, 2019 · 🌐

Caring and very helpful in a time when we low income people do not know who and what to trust.

**Scott Bengsch** recommends **Foodlink**.
December 19, 2018 · 🌐

Awesome people and well worth it!

- Review section that can help generate authentic reviews from volunteers and donors, increasing **accountability** of the organization.
- Strategies to encourage and respond to reviews will be revealed in later sections.

# CHARITY NAVIGATOR

Charity Navigator is a charity assessment organization that evaluates hundreds of thousands of charitable organizations based in the United States, operating as a free 501(c)(3) organization. Organizations will be given a rating on the scale from zero to four stars.

# ENCOMPASS RATING SYSTEM

Leadership & Adaptability helps donors understand if a charity has clarity of purpose

Accountability & Finance explains if they are transparent and fiscally capable

Culture & Community shows who they are and how they engage with their constituents

Impact & Results explains what they have accomplished

## Impact & Results

**Not Currently Scored**

Spirit Nys Inc. cannot currently be evaluated by our Impact & Results methodology because either (A) it is eligible, but we have not yet received data; (B) we have not yet developed an algorithm to estimate its programmatic impact; (C) its programs are not direct services; or (D) it is not heavily reliant on contributions from individual donors.

Note: The absence of a score does not indicate a positive or negative assessment, it only indicates that we have not yet evaluated the organization.

Learn More

## Leadership & Adaptability

Score
**100**

This beacon provides an assessment of the organization's leadership capacity, strategic thinking and planning, and ability to innovate or respond to changes in constituent demand/need or other relevant social and economic conditions to achieve the organization's mission.

Learn more

## Accountability & Finance

**Unknown Reason**

**Not Currently Scored**

Charity Navigator is unable to evaluate this nonprofit at this time. Please see our Encompass Rating methodology for more information.

## Culture & Community

Score
**81**

This beacon provides an assessment of the organization's culture and connectedness to the community it serves.

Learn more

## Metrics

✅ Full Credit   🟡 Partial Credit   ❌ No Credit

| ✅ Constituent Feedback – Data Available | 100/100 points ＋ |
| ✅ Equity Practices – Data Available | 73/100 points ＋ |

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# CHARITY NAVIGATOR

- SPIRIT NYS is currently not rated on Impact & Results and Accountability & Finance.

- The score of Culture & Community is 81, with 100 on Constituent Feedback and 73 on Equity Practices, which needs improvement.

- Leadership & Adaptability is a perfect 100, but consistent effort is needed to maintain the score.

- Once rated, remember to link the promotion badge to the website.

# OTHER SITES THAT REQUIRE MINOR MANAGEMENT

# GREAT NONPROFITS

- Providing information on mission, target demographics and results in particular **increases digital visibility and raise awareness**.

- The use of call-to-action (CTA) on Great Nonprofits allows donors to make donations directly on the website.

**SPIRIT NYS**

13 Pageviews   **Read Stories**

Share Your Story    Donate

## Nonprofit Overview

**Causes**: Education, Secondary & High Schools
**Mission**: To enable parentally insecure and homeless teenagers to stay in school and graduate

**Results**: amazing: 90 % retention and GPA increases from 20-50%. Enthusiastically endorsed by the schools we work in and the school counselors engaged in our program
**Target demographics**: homeless and parentless high schoolers
**Direct beneficiaries per year**: 48 students
**Geographic areas served**: Rochester Metropolitan area
**Programs**: mentoring, cash stipends, clothing, hygiene and educational supplies, notes of encouragement, small gifts

## Community Stories

**0** Stories from Volunteers, Donors & Supporters

### Share experience with this nonprofit today

Share Your Story

**Support SPIRIT NYS**

Choose a donation amount

$50   $100   $250   $500   Other

$   250   USD

Donate Now

Claim This Nonprofit

ⓘ   EIN 86-1566121

☎   7178256633

📍   9 Crossing Creek Drive
Fairport
NY 14450 USA

f   Facebook page

♡   Add to Favorites

DONATING = Love

# GREAT NONPROFITS (Cont.)

**Share experience with this nonprofit today**

[Share Your Story]

- Great Nonprofits has a review section for people to share their experiences with the organization, which can be an important source for potential donors to evaluate the legitimacy of the nonprofits and for the nonprofits to interact with specific people to improve the reputation of the organizations.
- Get email notifications when you have a new review.
- Export the reviews to post for your nonprofit.
- Organizations that receive a specific number of reviews and a favorable rating can qualify for a "Top-Rated Award" badge on the site.

**Annievp**
Volunteer 12/20/2012
★★★★★
1

For over a year now, I have volunteered for Foodlink's Cooking Matters, their nutritional education program. I have worked with all ages, in a variety of settings around Rochester. It is the most rewarding volunteer experience I have ever engaged in and here's why: The team that heads Cooking Matters is passionate, organized, and highly informed. I know what's expected of me and follow through with confidence and their full support. By teaching children, teens and adults more nutritious cooking and eating habits, Foodlink is providing invaluable life skills that will help them lead healthier, longer lives. I am thrilled to be part of this movement! What's more, every class is different and every class is fun.

**Share this review:** ✉ 🐦 f          Flag review 🚩

# GUIDESTAR

- Nonprofits that earned a Seal averaged **53%** more in contributions the following year than organizations with no Seal.

- GuideStar has found that profiles with Gold or Platinum Seals get **twice** the views as other profiles.

# GUIDESTAR BEST PRACTICES

Platinum
Transparency
2024

Candid.

- SPIRIT NYS is doing a good job on GuideStar by earning highest seal of accreditation and showing commitment to **transparency**!

- It is also recommended to check on the validity of the license to make sure it's up to date. Update as soon as possible when the new license is issued.

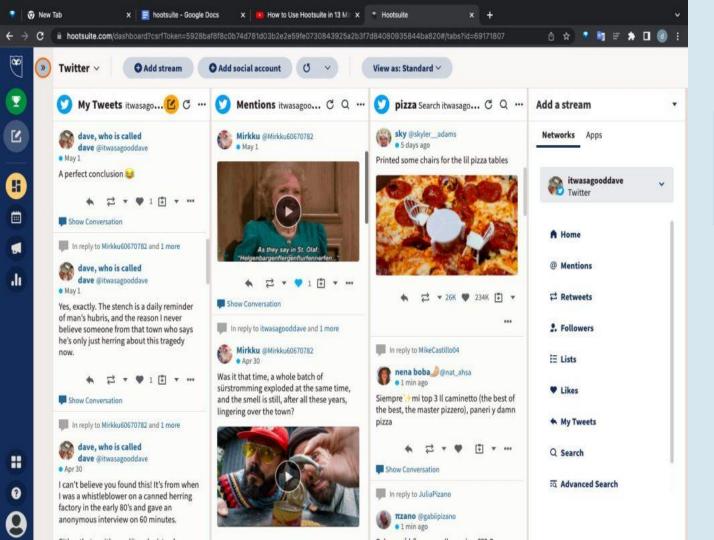# STRATEGIES FOR ENCOURAGING REVIEWS

The SPIRIT NYS team manager can, after receiving help from other community organizations and donors, send a thank you email thanking them for their support and help.

Hand-drawn thank you cards to the Community organizations and acts (more details in speaker notes).

Improvement to be made on content and across other communication channels by other teams would also help.

DEVELOP A SYSTEM FOR MONITORING MENTIONS AND REVIEWS

Hootsuite is $24.5/month, but it does offer a 30-day free trial, so we can set up a monitoring budget of $294/year after the free trial.

# DEVELOP A SYSTEM FOR MONITORING MENTIONS AND REVIEWS

Use Hootsuite- AI-powered Reputation Management Software.

The team leader can set up the Keyword in the Hootsuite, and Hootsuite software can help to Automatically collect authentic reviews, also all the comments involving keywords can be sorted out.

The data collected through Hootsuite, all comments are placed on the Hootsuite dashboard, where our SPIRIT NYS members can view all comments and feedback directly above the dashboard.

All comments and feedback will be summarized and read by a member of the SPIRIT NYS reputation management team, who will also set up sensitive font monitoring on the software, so that when negative comments are made, they will be screened out by the system and compiled by a member of our team.

**RESPONSE STRATEGY FOR ADDRESSING POSITIVE FEEDBACK AND NEGATIVE SENTIMENTS**

1. Respond to feedback across all platforms (social media, email, website).
2. Regularly review feedback on platforms and relevant forums or discussion boards.
3. Create templates for common types of feedback (positive, negative, inquiries). These should be customizable to ensure personalization.

RESPONSE STRATEGY FOR ADDRESSING POSITIVE FEEDBACK AND NEGATIVE SENTIMENTS (CONT.)

GenAI can provide creative and meaningful content, assisting with increasing awareness and directing traffic to the website. Creating personalized communication with donors can help build and maintain relationships.

**Gen AI Tools:**
Text generation: HubSpot, SlickText, ChatGPT, Jasper.ai, Pi.
Image generation: Open Art, Dall-E 2, Starry ai

The key to managing feedback effectively is to be proactive, responsive, and constructive.

# FOR POSITIVE FEEDBACK

- **Encourage Continued Engagement:** Invite the individual to stay involved, whether through volunteering, donations, or attending events. Keeping supporters engaged strengthens your community.

- **Use positive feedback as an opportunity to emphasize the tangible outcomes of your work.** Sharing success stories or achievements can inspire further support and engagement.

# FOR NEGATIVE SENTIMENTS

- **Acknowledge and Empathize:** Promptly acknowledge the feedback, showing understanding and empathy for any concerns raised. It's crucial to make the individual feel heard and valued.
- **Provide Context or Clarify:** If the negative sentiment stems from a misunderstanding or lack of information, gently provide clarification or additional context.
- **Maintain Privacy:** For sensitive issues, offer to continue the conversation privately through direct messaging, email, or a phone call.

# POTENTIAL CRISIS IN REPUTATION MANAGEMENT - NEGATIVE REVIEWS

- For negative comments that may arise later after increasing exposure, a proactive approach can be taken: identify potential negative triggers in advance and develop an effective communication plan and response mechanism.

# CRISIS PLAN

1. Prompt response
2. Response strategy
3. Honesty and transparency
4. Use tools for monitoring
5. Maintain brand integrity
6. Public relations and legal teams work together

# 4 APPROACHES TO OUR SAMPLE RESPONSES

**Compassion and Respect**

- We must recognize the sensitivity of SPIRIT NYS work and then craft our responses to convey empathy both towards the individuals they help and their supporters.

**Humility**

- This ideal helps maintains a focus on SPIRIT NYS mission rather than the organization's successes, emphasizing a collective effort towards social good. Recognizing that the organization may not have all the answers supports feedback and growth.

**Openness to Dialogue**

- Encouraging ongoing conversation and offering direct contact options invite further engagement with the organization.

**Consistency in Tone**

- SPIRIT NYS reinforces its brand identity as caring, approachable, and dedicated to its cause by maintaining a consistent and trusting tone.

# REVIEW & RESPONSE - SCENARIO 1

## HYPOTHETICAL NEGATIVE REVIEW s

1. "I recently had a bad experience with SPIRIT NYS where my questions about how my donations are being used were met with very vague answers. After my interactions with SPIRIT NYS, I was left wondering how financially transparent SPIRIT NYS truly is."

★★★☆☆

## TAILORED SAMPLE RESPONSE

"Thank you for bringing your concerns to our attention. We understand how important transparency is to our supporters and apologize if our previous communications did not meet your expectations. At SPIRIT NYS, we're committed to using every donation effectively to support our mission. We would welcome the opportunity to provide you with more detailed information about how your contributions are being utilized. Please feel free to contact us directly at info@spiritnys.org, so we can address your concerns more comprehensively."

# REVIEW & RESPONSE - SCENARIO 2

## HYPOTHETICAL NEGATIVE REVIEW s

1. "My experience trying to volunteer was poor. The process was disorganized and when I attempted to follow up, my calls and emails were ignored."

⭐⭐☆☆☆

## TAILORED SAMPLE RESPONSE

1. "We're truly sorry to hear about your disappointing experience trying to volunteer with us. Your willingness to help is greatly valued, and it's clear we have areas to improve in our volunteer coordination. We would appreciate the chance to discuss your experience further and ensure your generous offer to volunteer is met with the organization and clarity it deserves. Please reach out to us at info@spiritnys.org, and let's make this right."

# REVIEW & RESPONSE - SCENARIO 3

## HYPOTHETICAL NEGATIVE REVIEW s

1. "The SPIRIT NYS volunteer I spoke with seemed rushed and disinterested in my situation, offering little to no information on how I could access their services. Would not recommend SPIRIT NYS."

   ⭐⭐☆☆☆

## TAILORED SAMPLE RESPONSE

1. "We apologize that your interaction with our volunteer did not reflect the supportive and attentive service we aim to provide. Understanding and addressing your needs is paramount to us, and it seems we fell short in this instance. We take your feedback seriously and are committed to improving. We invite you to contact info@spiritnys.org so we can give you the attention and information you deserve."

# REVIEW & RESPONSE - SCENARIO 4

## HYPOTHETICAL NEGATIVE REVIEW s

1. "The person I talked to seemed indifferent to my struggles, barely letting me explain my situation before telling me I might not qualify for their help. Would not explore SPIRIT NYS again"

⭐☆☆☆☆

## TAILORED SAMPLE RESPONSE

1. "It's disheartening to hear about your experience, and we apologize for any feelings of indifference you encountered. At SPIRIT NYS, every individual's story matters, and we strive to listen and provide support wherever possible. We acknowledge that we might not always have all the answers but are here to assist in finding them together. Please allow us another opportunity to connect with you by contacting info@spiritnys.org. Your concerns matter, and we're here to support you."

# REVIEW & RESPONSE - SCENARIO 5

## HYPOTHETICAL NEGATIVE REVIEW s

1. As a teen in need, I was rudely hung up on by a receptionist twice. I was told that not any random person could just get their services without being able to explain my situation. Ridiculous

   ⭐☆☆☆☆

## TAILORED SAMPLE RESPONSE

1. "We are deeply sorry for the frustration and distress caused by your recent interactions with our reception. The experience you described is far from the compassionate and respectful service we aspire to provide. This incident highlights areas for our growth, and we are taking immediate steps to address it. We value the chance to listen and support you properly. Please reach us directly at info@spiritnys.org, where we can ensure your concerns are heard and addressed appropriately."

# AUTOMATED RESPONSE FOR TARGET SITE REVIEWS

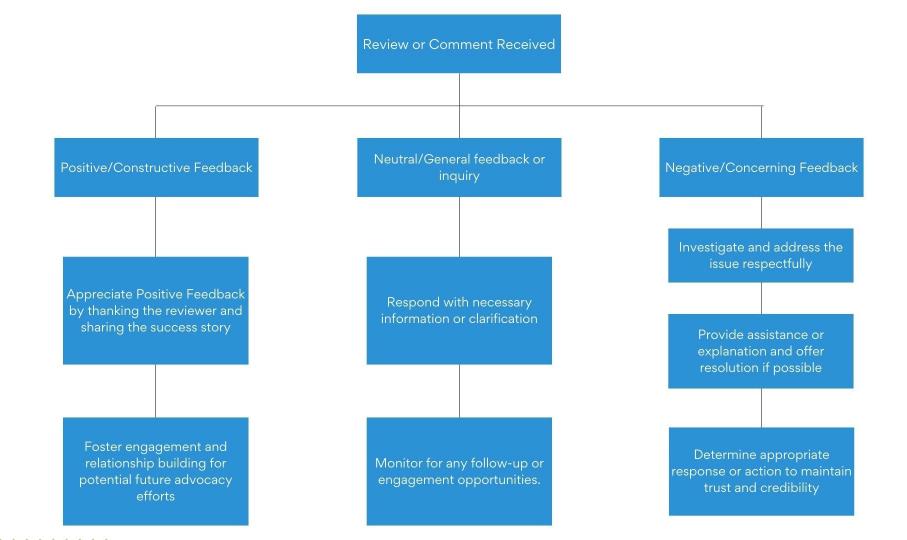Under the framework of our 4 ideals, we crafted this response to address negative reviews:

Dear "[Recipients Name]"

"We're deeply sorry to hear about your experience, and it's far from the supportive environment we strive to provide at SPIRIT NYS. Every person's story is important to us, and we sincerely apologize for the way your experience was handled. It's clear we need to improve our approach to ensure everyone feels heard and supported from the first point of contact. We're committed to addressing this issue and would greatly appreciate the opportunity to connect with you directly to listen and offer the support you're seeking. Please reach out to us at info@spiritnys.org at your earliest convenience."

Sincerely,

SPIRIT NYS

# DECISION TREE FOR COMMENTS/REVIEWS

# BUDGET FOR SOCIAL MEDIA MONITORING

Allocating $24.5/month for Hootsuite, which would enable efficient our reputation monitoring. This will take **0.16%** of total revenue of $177,270.

This would align our budget with specific social media objectives, such as improving community engagement and reputation management.

TIME IS MONEY, RIGHT?

# STRATEGIC BENEFITS FOR SPIRIT NYS

Gain valuable insights into stakeholder sentiments, preferences, and concerns, informing strategic decision-making and program development.

Identify emerging trends and opportunities in our target audience's online behavior, allowing us to tailor our outreach efforts effectively.

Strengthen relationships with supporters, volunteers, and beneficiaries by actively engaging with their feedback and demonstrating responsiveness to their needs.

Enhance crisis management capabilities by promptly detecting and addressing negative feedback or misinformation, mitigating potential reputational risks.

Improve overall social media performance and return on investment by optimizing content strategies, identifying high-impact messaging, and tracking key performance indicators.

# KPI METRICS

**Volume of Reviews**

**Overall Sentiment Analysis**

**Share of Voice Relative to Competition**:

**Search Engine Results Page Performance**

**Net Promoter Score (NPS)**

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