Online Reputation Management Checklist for Museums

“User Review Sites: Opportunities and Challenges for Museums”
NEMA Annual Conference
October 26, 2017

Getting Started
1. Work with colleagues across departments to establish your strategy and goals for managing your online reputation.
2. Share your strategy with all staff members, and make sure relevant departments/individuals are all on board.
3. Use search engines to find what’s currently being said about your museum online. Search for the museum’s full name as well as any short forms or acronyms that visitors might use (e.g. “The Metropolitan Museum of Art” and “The Met”).
4. Choose the top result and follow these steps:
   a. Confirm that your museum’s information is correct, and if not, correct it. This may require registering as a representative of the organization.
   b. Upload recent photos, if possible.
   c. Read the most recent reviews, posts or tweets from visitors.
   d. Systematically collect review/post data (including text and images). Consider saving this data in a shared folder so all interested departments/staff have access to it.
5. Repeat the process above for the rest of the relevant search results. Prioritize results closer to the top, as these will be more applicable and have more impact for those searching for your museum.
6. Create a list of popular sites customers use to learn about your museum and register for each site.
7. Analyze the data collected to answer questions you may have about your visitors’ experiences. You may also want to note any trends that you see emerging even if they are not related to your areas of interest.
8. Consider using an alert service (such as Google Alerts or Mention) so you’re notified when your museum’s name comes up as a new result on a public website.

Weekly or Monthly
1. Encourage visitors to share feedback, reviews, posts and tweets on your most popular social media and user review sites.
2. Visit each of the most popular sites. On each site:
a. Review and collect the latest visitor feedback.
b. Respond to feedback where needed/possible.
c. If possible, engage users by adding your own posts and tweets.

3. As trends emerge, prioritize improvements based on visitor feedback. When you do make improvements, respond to the reviews, posts or tweets that prompted the change (or, if there are many, consider one update post on each site, where possible).

4. Continue responding to visitor feedback, becoming part of the conversation. Use your online reputation management strategy as a guide.

5. Consider adding highlights and trends as updates in regular staff meetings.

6. Ensure that collect review data are being analyzed, including being incorporated into larger visitor studies.

Seasonally or Annually

1. Revisit your online reputation management strategy and discuss it with your colleagues.
2. Add new photos and update your information on popular sites.
3. Complete a fresh search for your museum to find any new sites visitors may be using.

Session Speakers:

**Kate Bibeau**
Engagement Site Manager, The Stevens-Coolidge Place, Trustees of Reservations
kbibeau@thetrustees.org

**Christina DeYoung**
Director of Sales and Marketing at the Harvard Education Publishing Group
crina.smith@gmail.com

**Blue Magruder**
Director of Public Affairs and Marketing, Harvard Museums of Science & Culture
bluemagruder@hmsc.harvard.edu

**Dr. Christina Smiraglia**
Senior Research Manager & Museum Studies Instructor, Harvard University
christina_smiraglia@mail.harvard.edu

This checklist was adapted from the TripAdvisor Online Reputation Management Checklist (pp. 10-11 in TripAdvisor’s Ultimate Online Reputation Management Guide, https://d2bxpc4ajzxy0.cloudfront.net/TripAdvisorInsights/sites/default/files/pdf/online_reputation_guide_usen.pdf)