

Date created:

Date last updated:

**\*\*Keep in mind many of the online scheduling tools have publishing access to social accounts, so you may remove an administrator from Facebook for example but if you don't also change an external scheduling tools access they can still post to accounts if they have that information.**

### **Facebook Specific Information (last updated August 2024)**

Facebook is managed through personal Facebook accounts that switch into a business page, there is no external login for “just” the Facebook page itself.

Go from your personal profile and switch over to the page you admin first, then click

[https://www.facebook.com/settings/?tab=profile\\_access](https://www.facebook.com/settings/?tab=profile_access)

Full Access explanation:

<https://www.facebook.com/business/help/582754542592549?id=418112142508425>

Task Access explanation:

<https://www.facebook.com/business/help/294498964994409?id=418112142508425>

Business portfolio access

*This Page is part of a business portfolio. Admins of this business portfolios may give themselves or others access to the Page, and remove it. They may delete the Page at any time.*

Partners with access

*These business portfolios help manage your Page. People who have access to your Page as part of these portfolios can give access to themselves and others, and remove it. Some of these people can also delete your Page at any time.*

## Facebook-Who has Access?

- Name:
- Role in Organization:
- Facebook Access: Facebook Access Full Facebook Access Limited Task Access
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

- Name:
- Role in Organization:
- Facebook Access: Admin Editor Moderator Advertiser Analyst
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

- Name:
- Role in Organization:
- Facebook Access: Admin Editor Moderator Advertiser Analyst
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

***\*\*Add if there are other access levels with the contact information as above***

Business portfolio access?

Partners with access?

**Are there any external marketing firms or other people/companies with Facebook access?**

**If so document here:**

- Company Name:
- Website:
- Name:
- Role in External Organization:
- Full Access: ~~Admin~~\* Editor Moderator Advertiser Analyst

- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

**Note full access gives them ability to remove any other admin from the business page AND delete the page.**

**Notes:**

### **Instagram**

There is only one main user access for Instagram, so if a login and password is shared make sure it's documented

**Is Instagram linked to Facebook or Vice Versa?    Yes    NO**

### **Instagram-Who has Access?**

- Name:
- Role in Organization:
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

- Name:
- Role in Organization:
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

**Are there any external marketing firms or other people/companies with Instagram access? If so document here:**

- Company Name:
- Website:
- Name:
- Role in External Organization:
- Full Access: Yes No
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

**Notes:**

**Pinterest-Who has Access?**

- Name:
  - Role in Organization:
  - Access to shared boards: Yes No Yes, which specific ones:
  - Email address:
  - Alternative Email Address:
  - Phone Number:
  - Cell Number:
- 
- Name:
  - Role in Organization:
  - Access to shared boards: Yes No Yes, which specific ones:
  - Email address:
  - Alternative Email Address:
  - Phone Number:
  - Cell Number:

**Are there any external marketing firms or other people/companies with Pinterest access?**

**If so document here:**

- Company Name:
- Website:
- Name:
- Role in External Organization:
- Full Access: Yes No
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

**Notes:**

**Youtube-Who has Access?**

- Name:
- Role in Organization:
- Youtube Access: Primary Owner Owner Manager Communications Manager
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

- Name:
- Role in Organization:
- Youtube Access: Primary Owner Owner Manager Communications Manager
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

**Are there any external marketing firms or other people/companies with Youtube access?**

**If so document here:**

- Company Name:
- Website:
- Name:
- Role in External Organization:
- Full Access: Yes No
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

**Notes:**

## **LinkedIn Business Page**

LinkedIn Page admin roles permissions

<https://www.linkedin.com/help/linkedin/answer/a550647/>

Go to bottom left, then “Settings”. Then “Manage Admins”

- Name:
- Role in Organization: Super Admin Content Admin Curator Analyst
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

- Name:
- Role in Organization: Super Admin Content Admin Curator Analyst
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

**Are there any external marketing firms or other people/companies with LinkedIn access?**

**If so document here:**

- Company Name:
- Website:
- Name:
- Role in External Organization:
- Full Access: Yes No
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

**Notes:**

**TikTok-Who has Access?**

- Name:
  - Role in Organization:
  - Email address:
  - Alternative Email Address:
  - Phone Number:
  - Cell Number:
- 
- Name:
  - Role in Organization:
  - Email address:
  - Alternative Email Address:
  - Phone Number:
  - Cell Number:

**Are there any external marketing firms or other people/companies with TikTok access? If so document here:**

- Company Name:
- Website:
- Name:
- Role in External Organization:
- Full Access: Yes No
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

**Notes:**

**X/Twitter-Who has Access?**

- Name:
  - Role in Organization:
  - Team Member: Yes No
  - Email address:
  - Alternative Email Address:
  - Phone Number:
  - Cell Number:
- 
- Name:
  - Role in Organization:
  - Team Member: Yes No
  - Email address:



- Alternative Email Address:
- Phone Number:
- Cell Number:

**Are there any external marketing firms or other people/companies with X/Twitter access?**

**If so document here:**

- Company Name:
- Website:
- Name:
- Role in External Organization:
- Full Access: Yes No
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

**Notes:**

**Google My Business-Who has Access?**

- Name:
- Role in Organization:
- GMB Access: Primary Owner Owner Manager Site Manager
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

- Name:
- Role in Organization:
- GMB Access: Primary Owner Owner Manager Site Manager
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

**Are there any external marketing firms or other people/companies with GMB access? If so document here:**

- Company Name:
- Website:
- Name:
- Role in External Organization:
- Full Access: Yes No
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

**Notes:**

**Yelp-Who has Access?**

- Name:
  - Role in Organization:
  - Full Access: Yes No
  - Email address:
  - Alternative Email Address:
  - Phone Number:
  - Cell Number:
- 
- Name:
  - Role in Organization:
  - Full Access: Yes No
  - Email address:
  - Alternative Email Address:
  - Phone Number:
  - Cell Number:

**Are there any external marketing firms or other people/companies with Yelp access? If so document here:**

- Company Name:
- Website:
- Name:
- Role in External Organization:
- Full Access: Yes No
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

**Notes:**

**Other Social Media Channels-Who has Access? For Lodging Add Tripadvisor and OTAs, for other hospitality, any other specific platforms that take reviews.**

*Cut and paste and put the level of access in if applicable:*

- Name:
- Role in Organization:
- Full Access: Yes No
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

**Are there any external marketing firms or other people/companies with access? If so document here:**

- Company Name:
- Website:
- Name:
- Role in External Organization:
- Full Access: Yes No
- Email address:
- Alternative Email Address:
- Phone Number:

- Cell Number:

**Notes:**

**What channels and programs are being used to monitor company reputation online? (Be specific) include costs if applicable.**

**How often are those channels checked?**

**Who is responsible for company online monitoring?**

- Name:
  - Role in Organization:
  - Email address:
  - Alternative Email Address:
  - Phone Number:
  - Cell Number:
- 
- Name:
  - Role in Organization:
  - Email address:
  - Alternative Email Address:
  - Phone Number:
  - Cell Number:

### **If it's an external organization:**

- Company Name:
- Website:
- Name:
- Role in External Organization:
- Full Access: Yes No
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

### **Editing backend application (app access)**

[https://www.instagram.com/accounts/manage\\_access/](https://www.instagram.com/accounts/manage_access/)

<https://www.pinterest.com/settings/security>

<https://www.linkedin.com/mypreferences/d/data-sharing-for-permitted-services>

[https://x.com/settings/connected\\_apps](https://x.com/settings/connected_apps)

<https://support.tiktok.com/en/safety-hc/account-and-user-safety/connect-to-third-party-apps> (for phone)

## **Define what a crisis is:**

### **Single Event VS Massive Online Meltdown: (Define)**

### **Single Event (i.e. a comment) VS Single Event that Snowballs (i.e. it keeps getting larger): (Define)**

**What constitutes an online crisis to your company (be specific if possible)?**

**What are some of the repercussions your company can face in the event of an online crisis?**

**Who will be the point person in responding to online crisis events? (*Add contact information here*)**

**Who is a secondary person (in the event the first is not available or additional help is needed)? (*Add contact information here*)**

**Who needs to be informed of an online crisis? (*Add contact information here*) *Add secondary people who can make recommendations and directions in the event the key people are not available.***

**And what are the steps and procedures point people need to follow in order to inform the above?**

**Who should an employee or company contact get in touch within the event something is seen online that the company needs to address? (*Add contact information here*)**

**What steps should a point person take immediately if they are unable to get a response from a key person in charge of decisions?**

*Examples: Unpublish the Facebook Business Page, Deactivate Twitter account (you have 30 days to recover it), Instagram: temporarily deactivate account, Pinterest: temporarily deactivate account, Youtube: turn off commenting, etc. (major crisis)*

*Or*

*Delete posts, pins, boards, videos etc. (minor issue)*

*++Keep in mind people screenshot, so just deleting something doesn't necessarily mean the problem will go away if someone saw it and took a screenshot or more it can resurface.*

**Who is responsible for company online monitoring (*if the point person is charge is unavailable*)?**

- Name:
- Role in Organization:
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:
  
- Name:
- Role in Organization:
- Email address:
- Alternative Email Address:
- Phone Number:
- Cell Number:

**Notes:**

**What are the goals you want accomplished?**

*Examples: minimize publicity etc.*

*Damage control doesn't happen overnight, it takes time and attention to it.*

**Who can your company reach out to minimize impact and even out bad reviews or other bad publicity?**

*Examples: employees, past customers, business supporters, press.*

*If you have press contacts, who are they and how can a company contact them?*

**What message in a crisis do you want to be conveying?**

**What can you put out there to promote and reinforce your brand's core message?**

**What are your company's values?**

**What is your company's value proposition to your customer base?**



**In the event of an online crisis, what guidelines for each platform should your point people be following?**

*For example: Facebook-delete post or respond (outline a standard response)*

*Yelp reviews- respond (outline a standard response)*

*Google My Business reviews- respond (outline a standard response)*

**What follow-up and additional steps can be taken to mitigate an online crisis?**

*Press Releases-Who will write, who will have input*

*Website Statement-Who will write, who will have input*

*Social Media Statement-Who will write, who will have input*

**Response templates for reviews:** Customize to suit the platform, a Facebook response may not be worded quite the same way as you would word a Google My Business review or post:

Facebook:

Instagram:

Youtube:

Linkedin:

TikTok

X/Twitter: (keep in mind the character count)

Google:

Yelp:

Other platforms like Quora and Reddit:

Other channels:

-Write up an initial response for each, a brief response acknowledging and the situation. This needs to go out as soon as there is a problem.

-Write up follow up responses, there will be two main types, responses to worried concerned people and responses to very unhappy/mad people.

-Create responses for key people as well. A moderator may be posting on behalf of the company owner or manager but it needs to be labeled as a response from that source.

**What are some questions that might be asked by people in the event of an online crisis?**

Write some template responses in how to address these common questions.

**What follow-up will you do online and off in the event of an online crisis and for how long?**

**If a crisis, even a minor one occurs, note what were the results of this, what could you have done differently? What did not go as planned? Did the process for addressing a problem go well? If not what could be tweaked to make it better if something happens in the future?**

### **Reputation Management Checklist for Platforms**

**Google My Business/Google Maps= Checked Listing**

Yes No

No: Check

**Claimed Ownership of listing**

Yes No

No; Claim

**Verified Listing Information is Correct**

Yes No

No: Fix

**Signed Up for Email Alerts of Reviews**

Yes No

No: Sign Up

**Yelp** = Checked Yelp Listing

Yes No

No: Check

Claimed Ownership of listing

Yes No

No; Claim

Verified Listing Information is Correct

Yes No

No: Fix

Signed Up for Email Alerts of Reviews

Yes No

No: Sign Up

**Checked Bing Local Listing** (Bing for business pulls reviews in from other sites but does not offer a review option for customers currently)

Yes No

No: Check

Claimed Ownership of listing Yes No

Yes No

No; Claim

Verified Listing Information is Correct

Yes No

No: Fix

Signed Up for Email Alerts of Reviews

Yes No

No: Sign Up

Optional Merchant Circle, Manta, Other directories and review sites:

**Free Reputation alerts:**

<http://google.com/alerts> (put in quotes for better return results)