Farm Reputation Management Checklist

A farm reputation management checklist for watching what customers and neighbors say online and in person, so owners can respond fairly and keep a good name.

Farm / unit: _____ Date: _____ By: _____

ITEM	OK	FIX	N/A
Search the farm name online	☐	☐	☐
Check review sites	☐	☐	☐
Reply to reviews politely	☐	☐	☐
Fix problems raised	☐	☐	☐
Keep photos and listings current	☐	☐	☐
Ask happy customers for reviews	☐	☐	☐
Monitor social media comments	☐	☐	☐
Keep neighbors informed	☐	☐	☐
Record complaints and outcomes	☐	☐	☐

NOTES / REPAIRS NEEDED

TIP Respond calmly and offer to fix the problem offline instead of arguing in public.