Farm Review Management Guide

A farm review management guide for farms handling customer reviews online. It gives steps for tracking reviews, replying to praise and complaints, and learning from feedback.

Farm / unit: _____ Date: _____ By: _____

1. Choose the review sites to watch
2. Check for new reviews weekly
3. Thank customers who leave praise
4. Reply calmly to complaints
5. Offer to fix problems offline
6. Never argue or share private details
7. Report fake or abusive reviews
8. Note patterns in feedback
9. Share lessons with staff

YOUR NOTES

TIP Reply to every review within a few days, and keep responses short, kind, and specific.