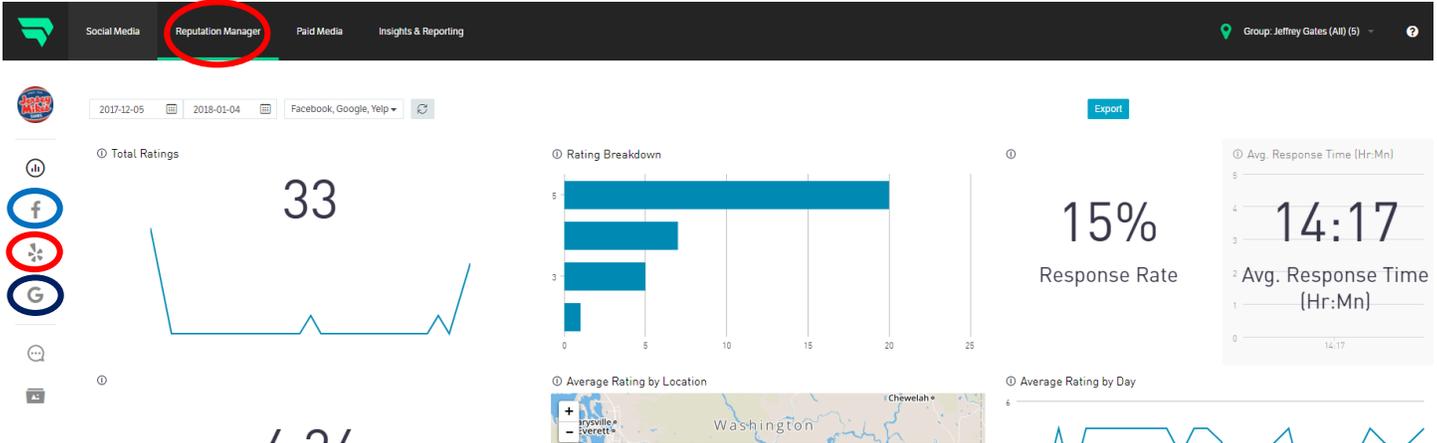


How To Use MomentFeed To Respond To Reviews

When you select the Reputation Manager tab, you will be brought to a summary of your reviews on Facebook, Google, and Yelp. The three tabs on the left hand menu are dedicated to **Facebook**, **Yelp** and **Google** reviews. Each MomentFeed account will only have access to reviews for their locations.

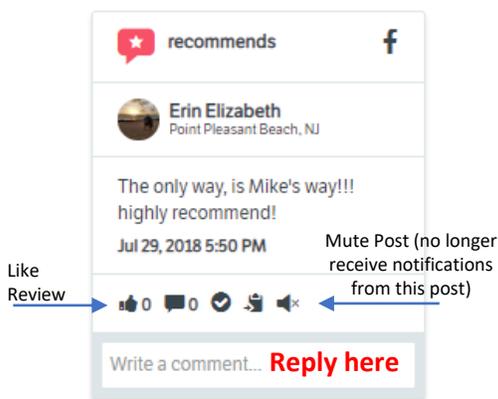
When you reply to customers, again keep in mind that All Replies Are Public.



Where are these reviews on the internet?

- Facebook:** Each store has a Vanity URL = [www.facebook.com/JerseyMikes\[CityName\]\[StoreNumber\]](http://www.facebook.com/JerseyMikes[CityName][StoreNumber])
ex: Jersey Mike's Howell = www.facebook.com/JerseyMikesHowell1010
- Yelp:** www.yelp.com → Search for Jersey Mike's and Location
- Google:** www.google.com → Search for Jersey Mike's and Location

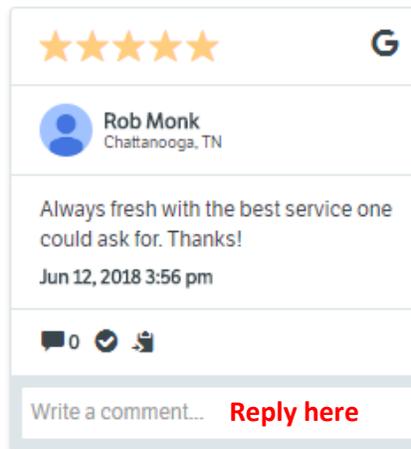
Facebook



All replies are public.
Facebook Reviews are uploaded to MomentFeed on an hourly basis.

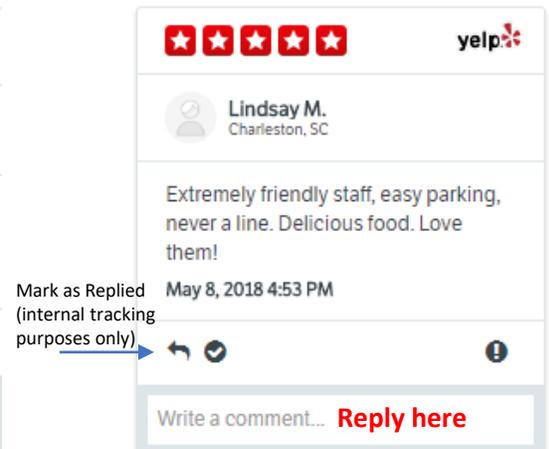
Recommends equivalent to 5 stars
Doesn't recommend equivalent to 1 star

Google



Replies are public and are noted as replied "by the owner."
Google reviews are populated into MomentFeed in real time.

Yelp



Yelp reviews are pulled nightly.
Replies are public and are from "Your Local Jersey Mike's"

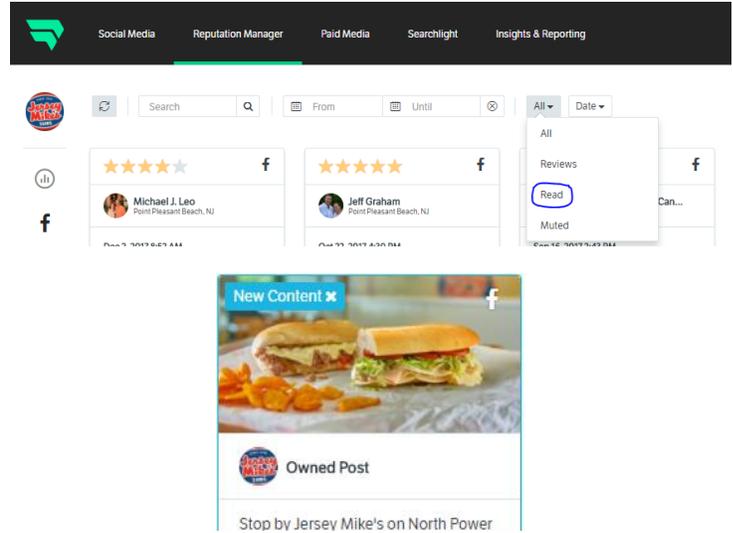
- Icon Key:
- Mark as Read
 - Copy to Clipboard

Responding to Reviews & Email Alerts

After you reply to a post or review, it will be moved to the “Read” feed. You can view your Read feed by selecting “Read” from the “All” drop down.

If new engagement is found on a Facebook post you responded to, it will come back into your MomentFeed inbox with a “New Content” badge.

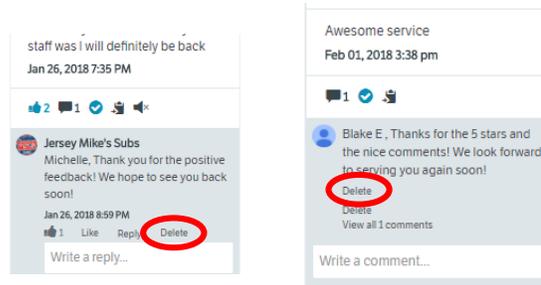
Note If a post or review is manually marked as read (👁) or muted (🔇), it will not appear back in your inbox if New Content is added.



Deleting Replies

Facebook & Google: To delete a review reply, go to the “Read” folder to find the review. Underneath your reply, you will see a “delete” button. This will remove your response.

Yelp replies cannot be deleted. If there is a situation where you need a reply removed, please contact the Social Media team.



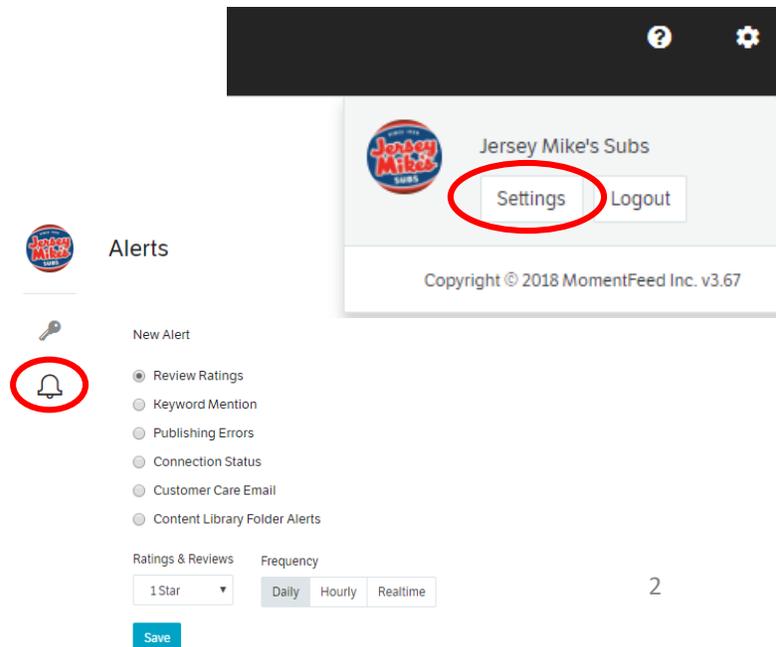
Keep in mind – the phrase “The internet never forgets!”

This means that people can screenshot what you send to them and repost it. Keep this in mind when writing your replies to comments/reviews.

How To Set Up Email Alerts For Reviews:

- 1) Locate the Gear button in the upper right hand side.
- 2) Select “Settings.”
- 3) Select the bell icon on the left menu.
- 4) Select “Review Ratings,” the Star Rating, and the Frequency you’d like to be notified.
- 5) Select Save.

Each Rating will require a unique alert set up.



Best Practices – Responding to Customers

We are a company that believes that making a sub and making a difference can be one and the same.

Our voice online needs to mimic this tone. We are friendly, personable, and like to problem solve. Our social voice is an extension of the banter that a customer would experience in store. Our social pages are a chance to welcome customers in store, and our posts should reflect this. **Remember: replies and comments do not require approval.**

Do:

Respond to positive reviews thanking the customer.

Provide unsatisfied customers a way to reach out offline (email/phone number)

Reach out to the Social Media team if you believe a review was written by a competitor, ex employee, or is for the wrong location. Include platform, location, and review.

Keep in mind that **All Replies are Public** – Replies are a representation of your position as a store owner/operator. Future readers will see your replies.

Do **Not**:

Engage with customers who use foul language or mention our competitors.

Argue with customers online.

Resolve customer issues online.

Make any political statements.

Bash other brands or reward customers that bash other brands, ex: “Jersey Mike’s is so much better than [competitor]” = We do not engage. We take the high road.

Error when replying:

If you experience **an error when replying to a review**, this could mean that the review was deleted from your page. MomentFeed does not remove deleted reviews so, we recommend going on the platform and trying to locate the review (Sort by newest). If it is no longer there, you can dismiss the review in the MomentFeed platform.

Keep in mind – the phrase “The internet never forgets!”

This means that people can screenshot what you send to them and repost it. Keep this in mind when writing your replies to comments/reviews.