



AAHA Sample Social Media Responses to Clients

Responses to positive comments and reviews

Respond to your fans as well as your detractors to reward your fans for taking the time to write a review. It doesn't take a lot to respond to a happy client. All you have to do is thank them for the review and reiterate that you're pleased to be serving them. Additionally, you can also encourage clients to share positive experiences on all aspects of their pet's care on social media. This can help you build up your positive reviews to help counter and balance out any negative reviews by declawing opponents.

Sample response 1: "Dear ____, thank you for taking the time to review our hospital! We are glad we are able to provide excellent service for you, and thank you for trusting us with your pet."

Sample response 2: "Dear ____, thank you for taking the time to review our hospital! We are pleased to be able to serve you and provide excellent care for beautiful [animal name]. We look forward to seeing both of you again!"

Responses to negative comments and reviews

Research from LifeLearn has shown that 70% of people writing negative reviews are looking for a response - responding to online reviews is a nice customer service touch that only takes a few minutes. Replying to a negative review also has the potential to turn an unhappy customer into a loyal one.

Sample response 1 (responding to someone who criticizes your declaw policy): "Dear ____, We strive to provide all pets with the highest standard of care, and develop our hospital policies based on that goal. We would love the opportunity to discuss this further with you and learn more about your concerns. Please contact our practice manager at XXX-XXX-XXXX to discuss how we can help."

Sample response 2 (responding to someone who wants their cat declawed): "Dear ____, We are sorry to hear you are having problems with your cat scratching! We would love the opportunity to discuss this behavior more with you and work together to identify some possible solutions to solving this. Please contact our practice manager at XXX-XXX-XXXX to discuss how we can help you and your cat."

Sample response 3 (responding to someone who is asking about whether or not you do declaws): "Dear ____, Thanks for asking! We would love to meet you and your cat so that we can get a better feel for the concerns you have. Please give us a call at XXX-XXX-XXXX to schedule an appointment so we can learn more about the situation with your cat. Our policy on declawing can be found on our website [insert link to your hospital's policy on declawing on your website]."

It is possible that non-clients will post to your social media or write reviews criticizing your hospital policies on declawing or other controversial issues. These types of posts should receive one polite public response and then be ignored.

Sample response 4 (responding to a non-client or a fraudulent review): "Dear ____, please take a moment to review our hospital policy on declawing [insert link to your hospital's policy on declawing on your website]. If you are interested in learning more about our policies, please contact us at [insert email address]."