

Reputation & Review Management

School Administration

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a reputation and review-management plan — generating genuine Google/other reviews from happy parents, responding to criticism professionally, and managing online reputation and any crisis — so the school reputation reflects reality and criticism is handled well. Use it to manage reputation. For crisis comms use the Crisis & Sensitive-Issue Communication tool.

Purpose of this tool & output

Build and protect the school reputation

How the output is used

Use the tool to build and protect the school reputation online and offline.

Important cautions

Never disclose child or family details in public review responses; respond professionally and move sensitive matters offline. Never buy fake reviews. Fix the real issues criticism reveals.

Companion documents

- School Brand Positioning
- Website & Digital Presence
- School Social Media Plan
- Community Outreach & Events
- Alumni Relations & Network

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.