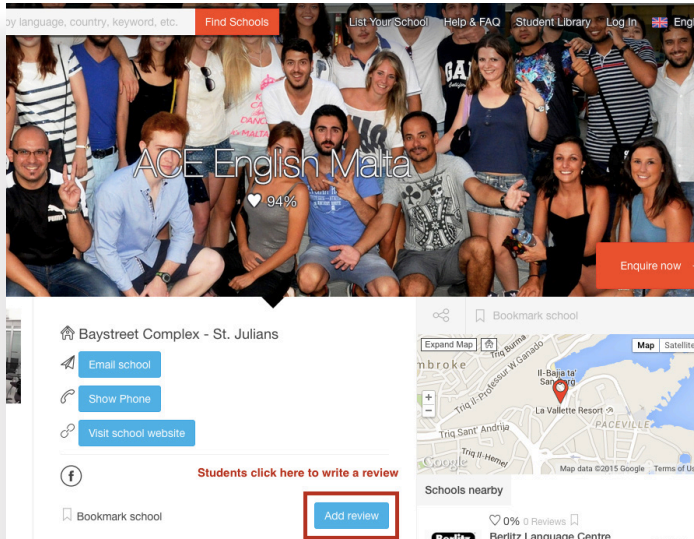


HOW TO GET REVIEWS

Best practice



Schools with a diverse range of recent reviews recruit more students. Improve your existing processes by thinking how and where you can ask for reviews. Slow and steady is better than one big push. Here are some methods that have worked well for other schools.



Students can leave reviews by visiting your profile, looking at the reviews tab and clicking 'add a review'. To help ensure that only genuine students leave reviews, they will be prompted to log in via Google or Facebook first.

Every time a new review is left you will be notified by email. You can then choose to comment on the review (your reply will be displayed on your profile directly underneath the relevant review), or, if you believe the reviewer was not a student at your school, you may report the review. This instantly hides the review from your profile while we investigate.

Review Competition

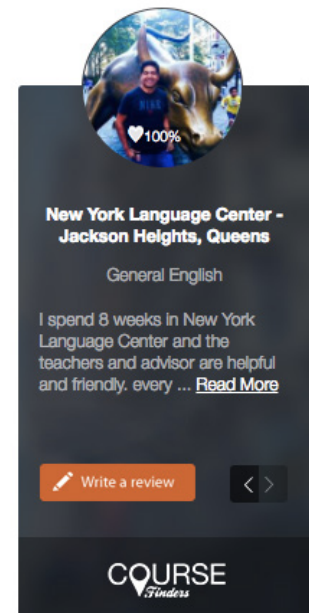
Your students can win tablet computers. Each month we give away 10 Amazon Fire tablets to students that write a review and share it on Facebook. Google "Coursefinders review competition" to learn how they can enter.

Review Cards

We can send you "business cards" that you can give to students to remind them to write a review. These are most effective if distributed by staff that have lots of contact with students, such as teachers and activity coordinators. Just let us know how many cards we should send you.

Review Tool

Students can write reviews from your own website if you use the CourseFinders Review Tool. It will also show your 5 most recent and relevant reviews. If you have two students on your site looking at the tool, one is in Brazil, and the other is in Japan, each will first see reviews in their own language/by students of their own nationality. You can grab the code for the tool (iframe) from your dashboard in CourseFinders. Contact us if you have any questions.



Honest reviews

Don't focus on getting only 5 star reviews. No school is perfect, and students are more likely to trust the reviews of a school with an average of 4.5 stars out of 5 rather than a school which has only 5 star reviews.

If a student leaves a review which mentions something negative about their experience, then use the comment function to leave a reply that addresses the issues raised. Prospective students will be impressed that you listen to concerns and react appropriately, and will have greater trust in you and the reviews on your profile.

How to get reviews



Student Evaluations

You probably already ask graduating students to evaluate their time at your school. If you give students a paper-based questionnaire then consider adding text encouraging them to visit CourseFinders.com and review your school. If you use a digital questionnaire then you can embed to the URL of your profile so that students can click through instantly and leave a review.



Email campaign to Alumni

If you keep in touch with your Alumni by email, then consider an email asking them to review you on CourseFinders. Or if you send periodic messages then include a link to your CourseFinders profile and ask students to leave a review.



Post on Social Media

Your social media channels are probably followed by both past and prospective students. By posting on your Facebook page and Twitter feed, you can ask past students to leave reviews and encourage prospective students to read about what a great time those students had at your school! Remember that it is important to keep receiving reviews so you may wish to set a reminder to ask for reviews on your social media channels each month. If you have a Facebook Page, then you can send a message to all your Fans with a link to your profile asking them to leave a review.



Post on your school's website

If you have an area of your site dedicated to Alumni, or an area which Alumni are likely to visit, such as photo galleries, then consider leaving a message here asking students to visit your profile on CourseFinders and leave a review. Soon we will release a widget that allows you to showcase your CourseFinders reviews on your site or any other site you wish, such as an agency's site.