

What's the Best Way to Get Reviews Through Social Media?

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In brief

With billions of daily active users, social media platforms are prime channels for collecting and showcasing reviews. You can get customer reviews with a White label Marketing Automation Software Powered by AI, enhancing credibility, fostering trust, and influencing buying decisions.

With billions of daily active users, social media platforms are prime channels for collecting and showcasing reviews. You can get customer reviews with a White label Marketing Automation Software Powered by AI, enhancing credibility, fostering trust, and influencing buying decisions. In this article, you will check all the proven strategies to help your clients leverage social media to gather valuable customer feedback.

1. Make direct requests simple

The easiest way to get reviews is to ask for them. Post on your social media feed, share in Stories, or add a call-to-action in your bio, inviting followers to leave a review. To remove barriers, include a direct link to your preferred review platform (e.g., Google, Facebook, G2). Sweeten the deal with incentives like a thank-you note, a chance to be featured, or a commitment to act on their feedback.

2. Spark engagement with polls and stories

Encourage informal feedback through interactive features like Instagram Stories, LinkedIn polls, or Facebook questions. These low-pressure prompts can generate quick insights. Follow up with respondents, thank them, and ask if they'd share a detailed review. This approach boosts response rates and helps identify brand advocates willing to provide in-depth feedback.

3. Run contests and giveaways

Incentivize reviews with contests or giveaways. Invite users to share their experiences with your product or service for a chance to win a relevant prize. Clearly outline the rules and ensure compliance with platform guidelines. This tactic not only gathers reviews but also increases brand visibility.

4. Turn comments into reviews

Your comment sections are a goldmine of organic testimonials. When users leave positive feedback on your posts, thank them and ask for permission to use their comment as a review. Repurpose these comments as branded graphics for your feed or highlight them in Stories to build trust and showcase authentic user-generated content.

5. Partner with influencers or happy customers

Collaborate with influencers or satisfied customers whose audiences trust their opinions. Ask them to share authentic experiences in the form of reviews or posts. These partnerships amplify your reach and provide credible social proof. Ensure collaborations align with your brand values for authenticity.

6. Leverage branded hashtags

Create unique hashtags like #MyBrandExperience or #[YourCompany]Reviews to encourage customers to share their stories. Monitor these hashtags to collect and track feedback across platforms. Repost the best submissions to build a library of public endorsements that reinforce your brand's credibility.

7. Host Live Q&A sessions

Live sessions on platforms like Facebook, Instagram, or YouTube are perfect for real-time feedback. Invite customers to share their thoughts in the comments and encourage them to submit formal reviews afterward. Responding to feedback during the session demonstrates your engagement and builds trust.

8. Amplify Your Best Reviews

Keep great reviews front and center. Pin top reviews to your profiles, save positive Stories as highlights, or create carousels of testimonials. Showcasing feedback not only builds trust with potential customers but also reminds existing ones that their opinions matter.

Streamline Review Management with SeoSamba

Collecting reviews is only part of the equation; managing them effectively is key. SeoSamba's automated reputation monitoring and white label for b2b tools help you track, collect, and respond to reviews across platforms like Google, Facebook, Yelp, and many more.

Whether you're driving traffic to review pages via social media or embedding live testimonials on your website, SeoSamba simplifies the process. By integrating review collection into your marketing strategy, SeoSamba helps you boost credibility, enhance conversions, and fuel growth.

With these strategies and the right tools, you can harness the power of social media to build a robust collection of customer reviews that drive trust and business success.

References

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