

Automate Publishing Your Google Business Reviews To Your Facebook Page



The goal of Uncle Ron's Porch is to provide value to your business. Here is my step by step guide to automate pushing FIVE Star Google Reviews to your Facebook Page. The reality is this same process works with LinkedIn and Twitter as well, but requires you to think and modify.

Enjoy the tutorial and learn how Zapier can help you change your business!

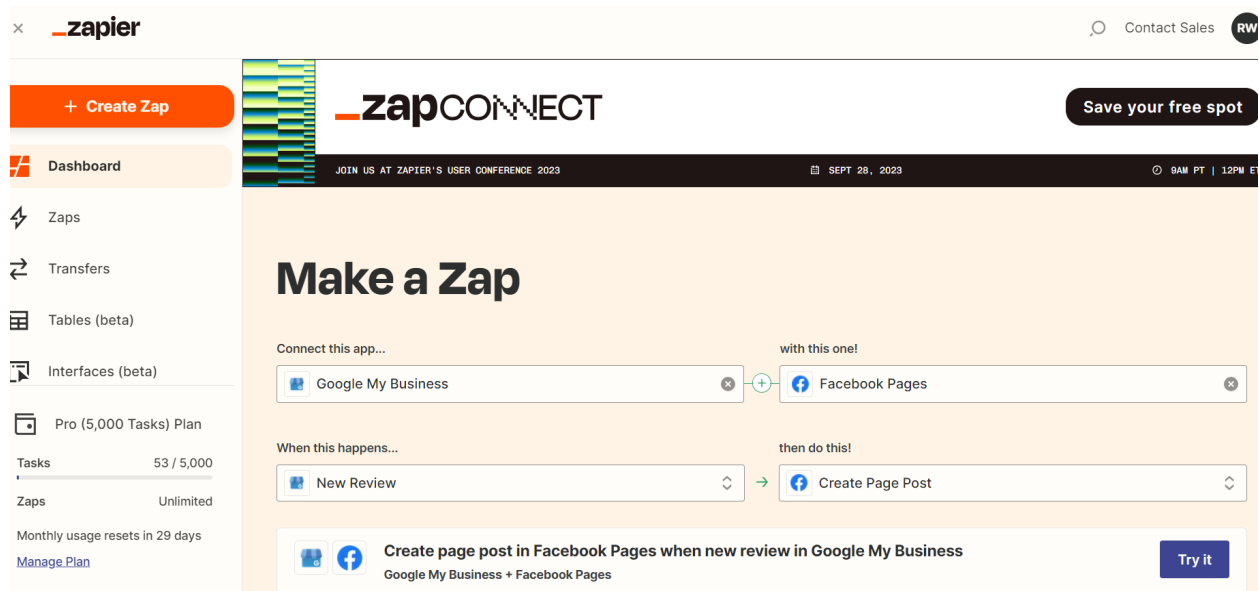
**This will require you to create an account on Zapier.com.*

Let's Get Started

Step One: Create A New Zap

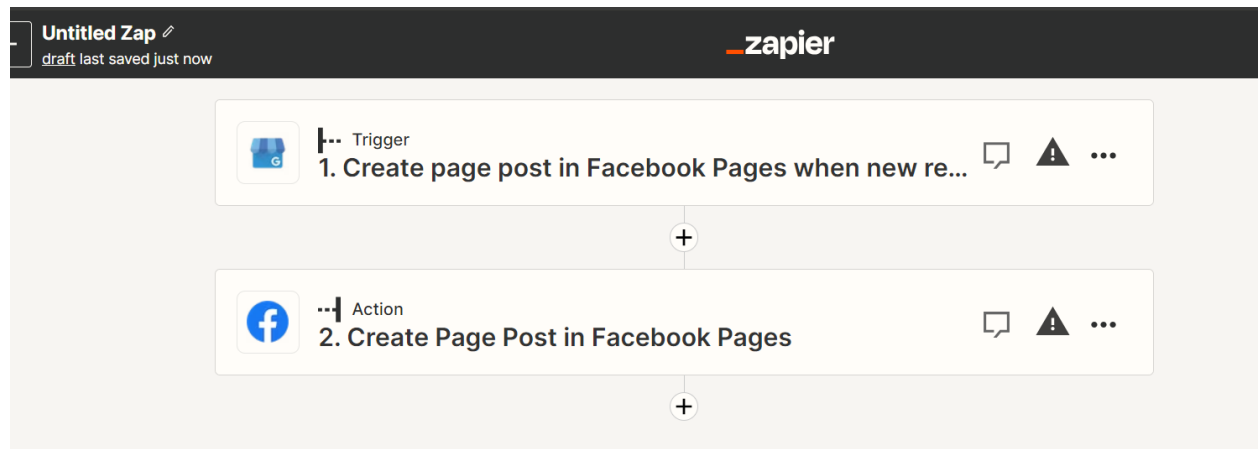
The good news for you is that making a zap is super easy! When you hit the Create Zap button, you will get a screen like below. In the “connect this app” box, select Google My Business. In the “with this one” box you will select Facebook Pages.

“When this happens” should only give you one option of “New Review” and in the “then do this” box you will want to select “Create Page Post”. Simple enough so far!



The screenshot shows the Zapier 'Make a Zap' interface. On the left is a navigation sidebar with options: Dashboard, Zaps, Transfers, Tables (beta), Interfaces (beta), and Pro (5,000 Tasks) Plan. The main area is titled 'Make a Zap' and contains four dropdown menus: 'Connect this app...' (Google My Business), 'with this one!' (Facebook Pages), 'When this happens...' (New Review), and 'then do this!' (Create Page Post). Below these is a summary bar: 'Create page post in Facebook Pages when new review in Google My Business' with a 'Try it' button. The top of the page shows the Zapier logo, 'zapCONNECT', and a 'Save your free spot' button. The date is 'SEPT 28, 2023' and the time is '9AM PT | 12PM E'.

When you hit “Try It”, you should see this page. Click the Trigger Box.

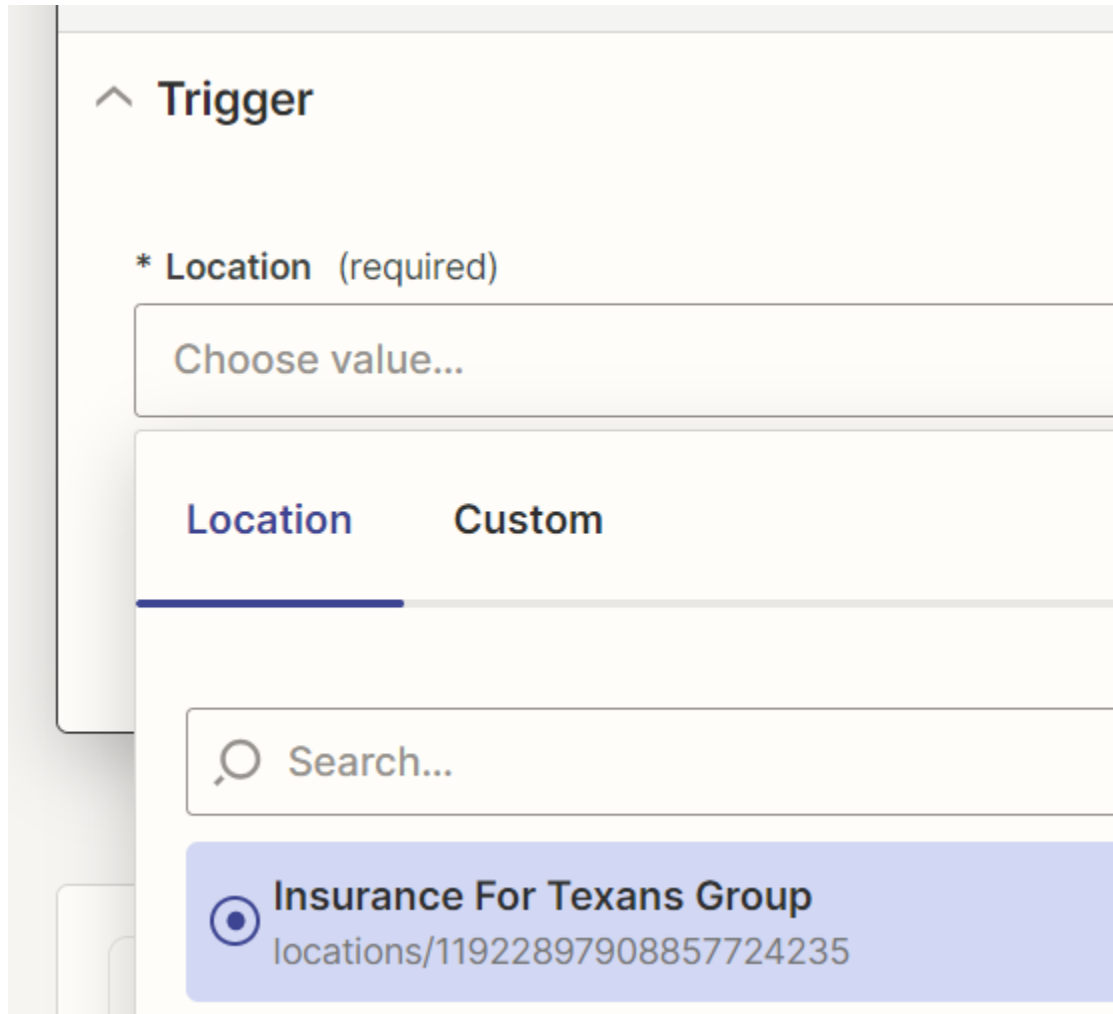


The screenshot shows the 'Untitled Zap' configuration page. The title is 'Untitled Zap' with a subtext 'draft last saved just now'. The main area displays a vertical flow of two steps: 1. Trigger: '1. Create page post in Facebook Pages when new re...' (partially visible). 2. Action: '2. Create Page Post in Facebook Pages'. Each step has a plus sign below it for adding more steps. The Zapier logo is in the top right corner.

You will see a drop down under “Event” with the only option being “New Review”. Select it and move on. You will need to connect your Google Business Listing account at this point using the zapier process.

Step Two: Location Selection

Once your account is attached to the zap, you will need to select your Location. Since Google Business Listing accounts can have multiple locations, this zap will only work for one location per zap.





The screenshot shows a configuration panel for a Zap. At the top, there is a section titled "Trigger" with an upward-pointing chevron icon. Below this, a field labeled "* Location (required)" is shown. The field contains a dropdown menu with the text "Choose value...". Below the dropdown, there are two tabs: "Location" and "Custom". The "Location" tab is selected, indicated by a blue underline. Below the tabs, there is a search bar with a magnifying glass icon and the text "Search...". Below the search bar, there is a list of location options. The first option is "Insurance For Texans Group" with a radio button icon to its left. Below the name, the location ID "locations/11922897908857724235" is displayed.

Step Three: Test Trigger and Fetch Data

Hit that Test Trigger Button!

^ Test !

 → 

Test your trigger

We'll find a recent review in your account to confirm your trigger is set up correctly.


Test trigger

Assuming that you have a review on your account, you should see data returned that will look very similar to this.

Search

<input checked="" type="radio"/> Review C original record pulled on Aug 12, 2023	reviewer profilePhotoUrl https://lh3.googleusercontent.com/a-/AD_cMMTYuiulc-rp-mo-br100 displayName Jason Risley starRating FIVE comment These guys are GREAT. They listen and ask great questions. They understand my business. They care about protecting me and not overselling items that aren't needed. They format the information in a way that's EASY to understand... which is tough to do. Grand slam home run in finding this help for my small business. Highly recommend!
<input type="radio"/> Review B original record pulled on Aug 12, 2023	
<input type="radio"/> Review A original record pulled on Aug 12, 2023	

createTime 2023-02-18T13:45:09.976546Z
updateTime 2023-02-18T13:45:09.976546Z



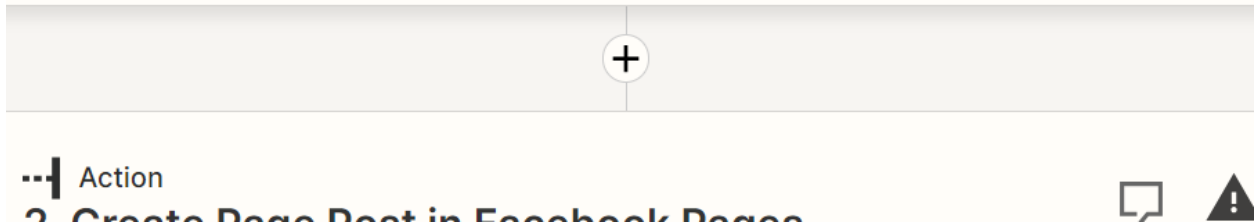
Continue with selected record

Hit Continue with selected Record to Move On.

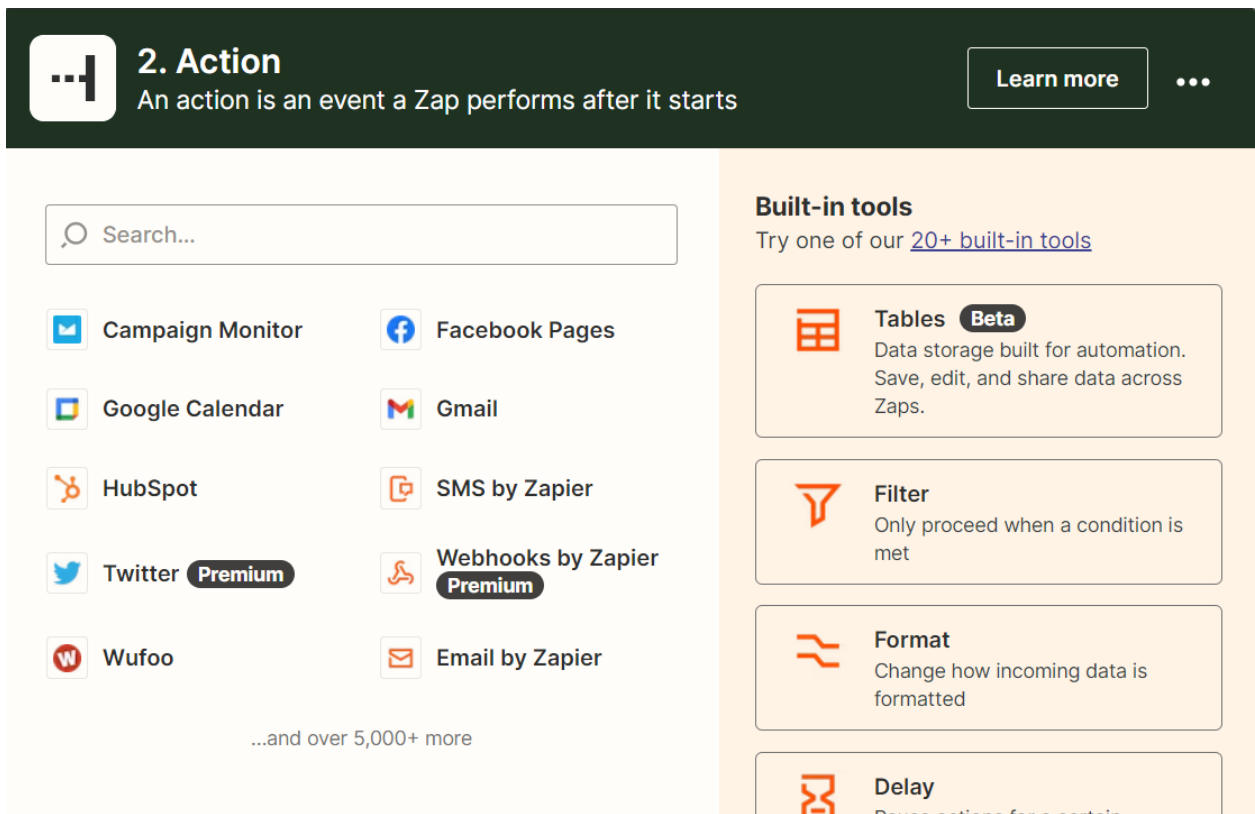
Step Four: Add Filter

We don't want to publicize our bad reviews when we get them. So the goal of this step is to select only Five Star Reviews. To do that, we will need to add a filter. So click the Plus sign in between the two steps in the zap.

1. Create page post in Facebook Pages when new re...

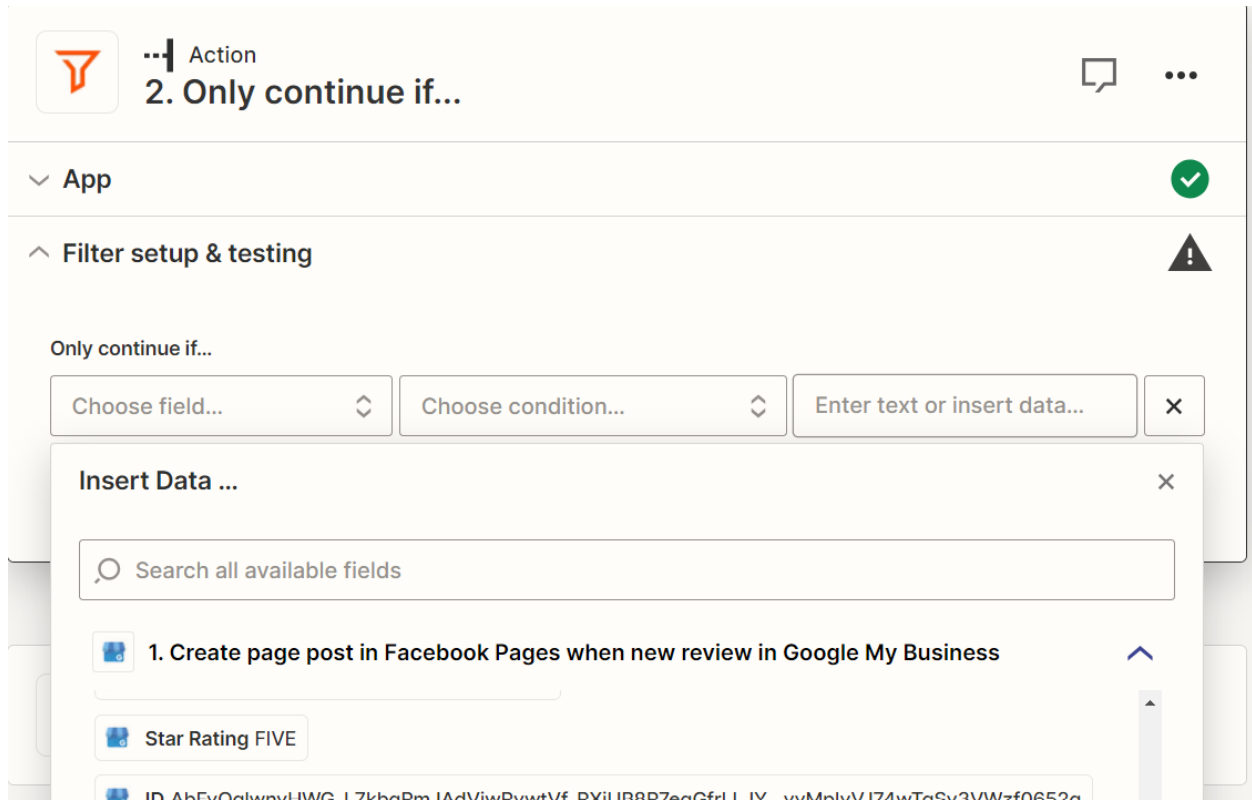


You should see a popup box labeled "Action". You will select "Filter" in the boxes underneath the Built-in tools section on the right.

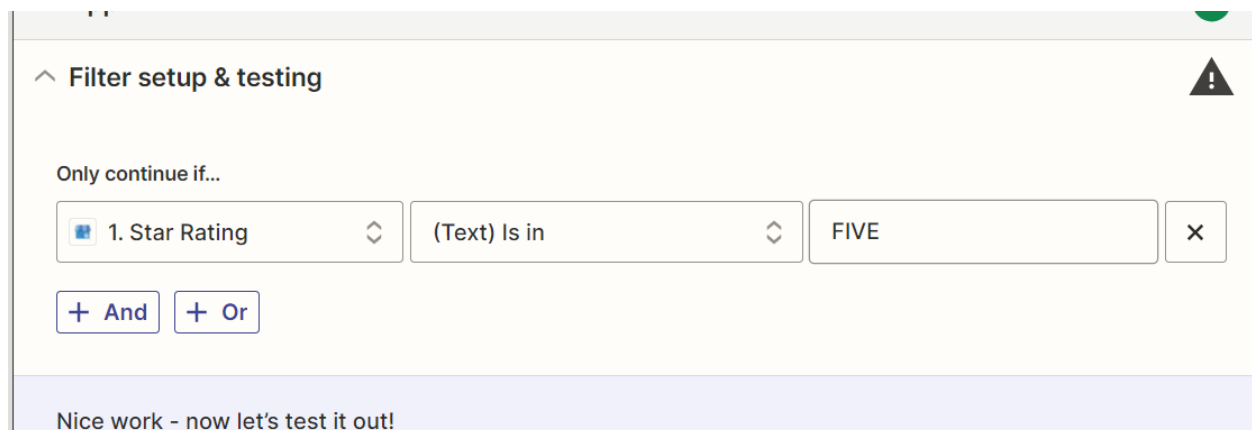


We only want to continue with this process if the review left is for Five Star!

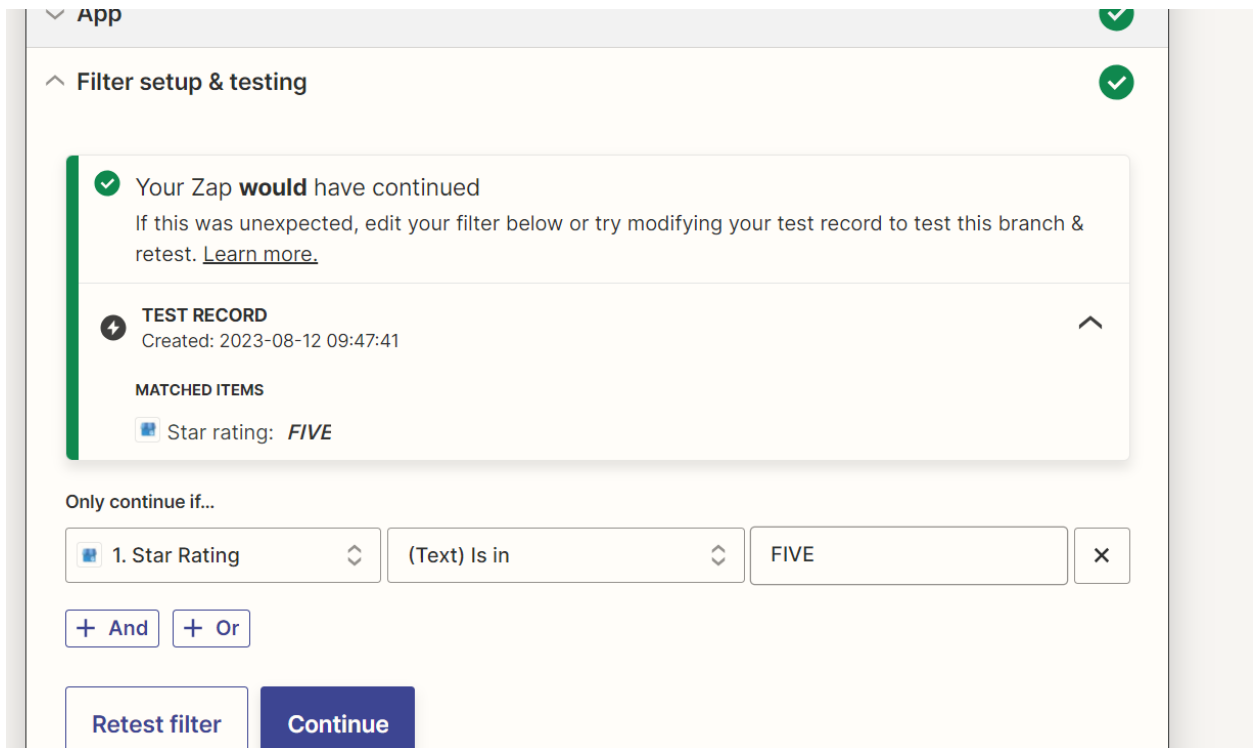
In the area labeled “Only Continue I...” click on “Choose Field” and a drop down menu should appear. You will have to scroll down a bit, but when you see “Star Rating” you will need to click on that box.



After Selecting Star Rating in the first box, click on the middle box and select “(Text) Is in” since we want to narrow our process down. Then type “FIVE” into the last box to filter the reviews down to Five Star Rated Review.



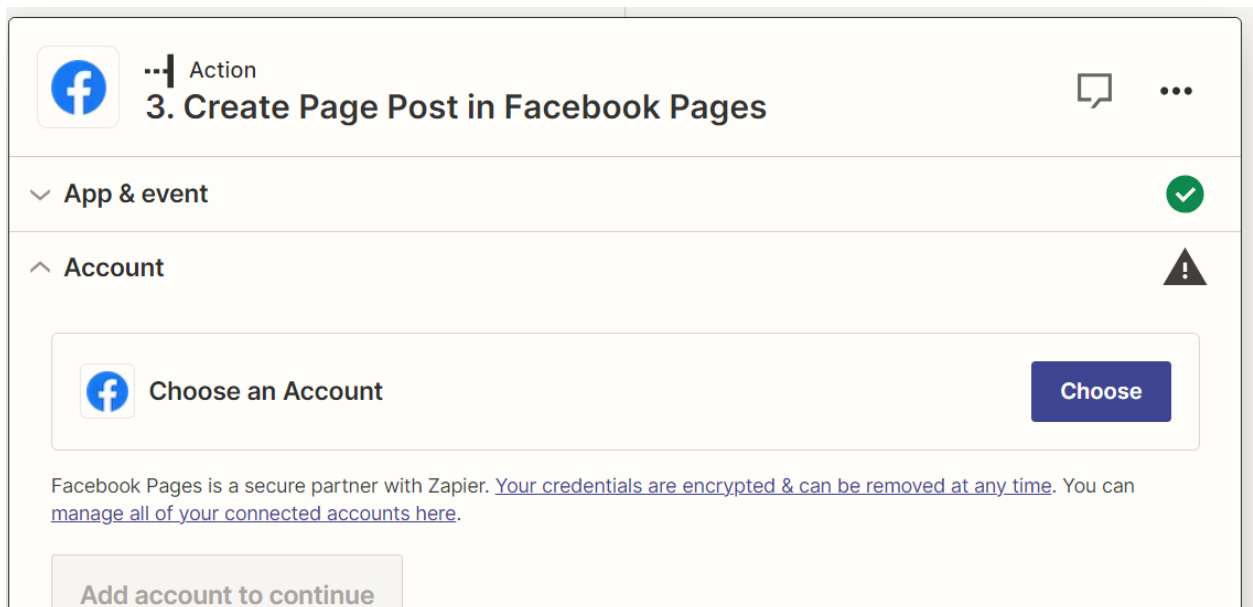
When you test the filter, you will see if this review would pass the test. Since it was a FIVE star review, we can hit “continue” and move on to the next step.



The screenshot shows the Zapier interface for setting up a filter. At the top, there is a section for 'App' with a green checkmark. Below it is the 'Filter setup & testing' section, also with a green checkmark. A green notification box states: 'Your Zap **would** have continued. If this was unexpected, edit your filter below or try modifying your test record to test this branch & retest. [Learn more.](#)' Below the notification is a 'TEST RECORD' section showing 'Created: 2023-08-12 09:47:41' and 'MATCHED ITEMS' with a list item: 'Star rating: FIVE'. Underneath, the 'Only continue if...' section shows a filter rule: '1. Star Rating (Text) Is in FIVE'. There are buttons for '+ And' and '+ Or'. At the bottom, there are 'Retest filter' and 'Continue' buttons.

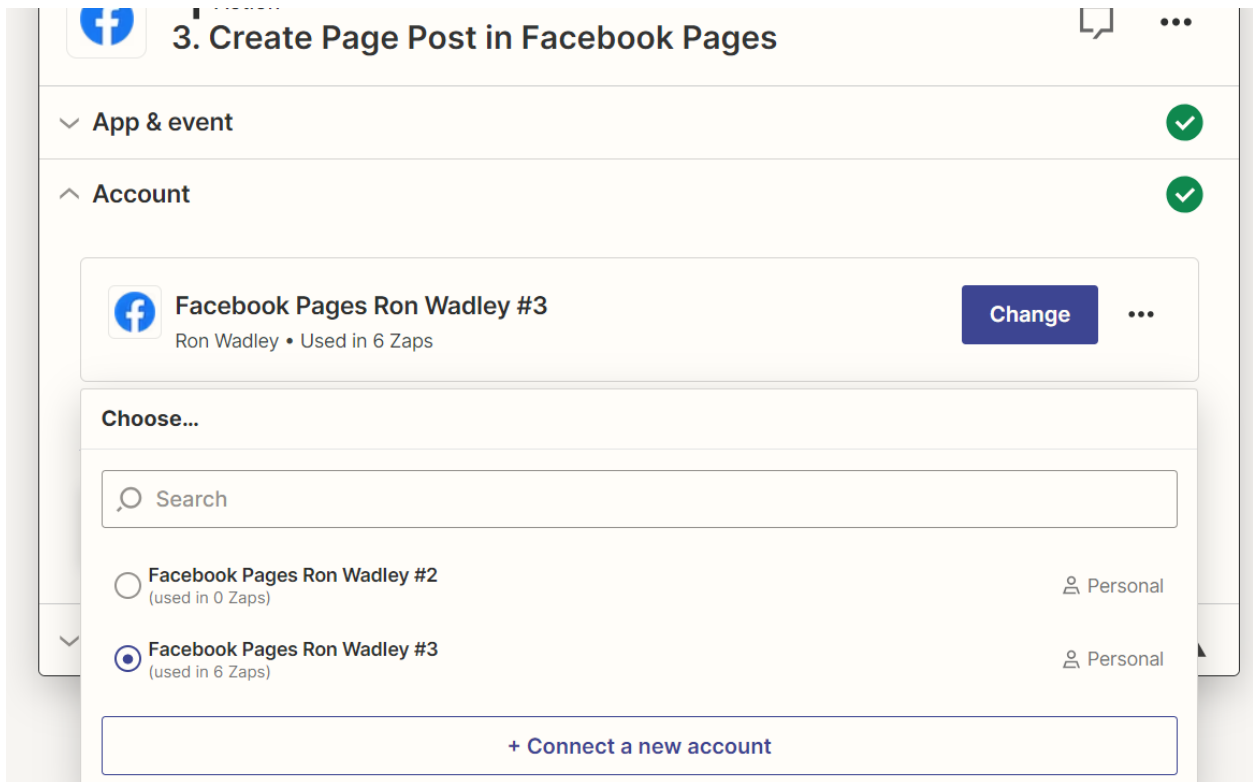
Step Five: Create A Facebook Post

Time to add your account to the zap. When you hit choose, your account will need to be setup using the Zapier wizard.

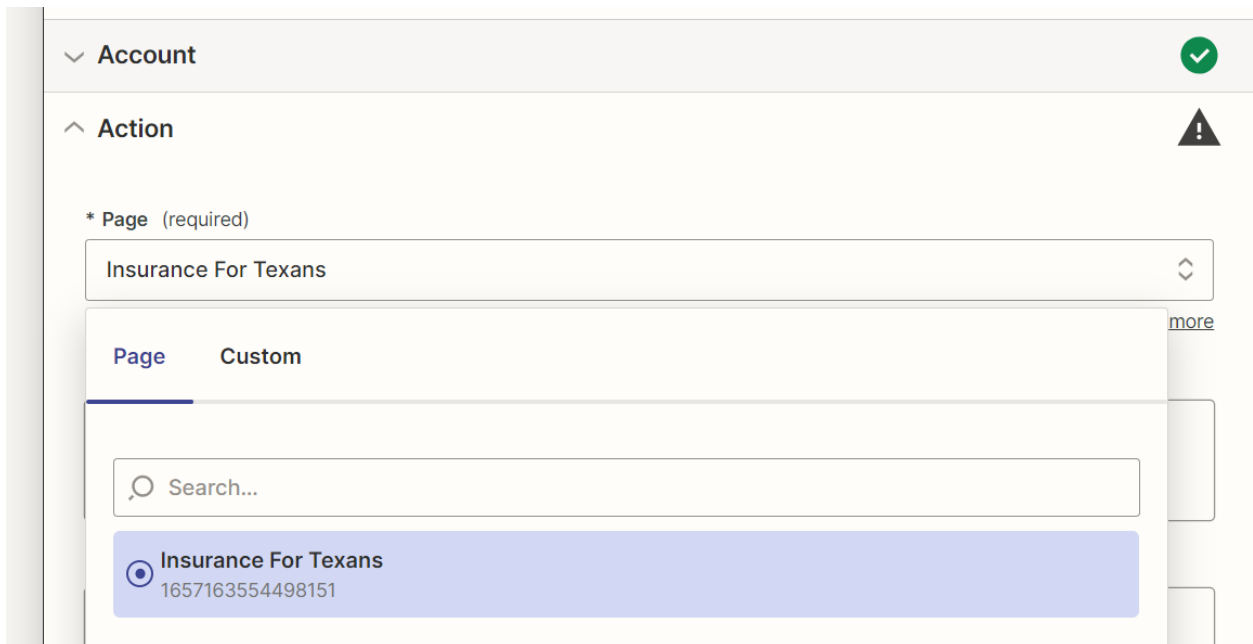


The screenshot shows the Zapier interface for selecting a Facebook account. At the top, there is a section for 'Action' with the title '3. Create Page Post in Facebook Pages'. Below this is the 'App & event' section with a green checkmark. Underneath is the 'Account' section with a warning icon. A large box contains the text 'Choose an Account' and a 'Choose' button. Below this box, there is a note: 'Facebook Pages is a secure partner with Zapier. [Your credentials are encrypted & can be removed at any time.](#) You can [manage all of your connected accounts here.](#)' At the bottom, there is a button labeled 'Add account to continue'.

You will then select your page. This will only allow you to work with a business page rather than your personal account. Use Connect A New Account if this is your first time on zapier.



Select the Business Page.



We will now construct your message to post. You can type values in the Message box and then use the “insert data” to input information directly from the review that was retrieved using the zap.

* Page (required)

Insurance For Texans

Don't see your Page listed below? You were probably granted admin access after you added your Facebook Account ... [more](#)

* Message (required)

Woohoo! 1. Reviewer Name: Jason Risley

Insert Data ...

Search all available fields

- 1. Create page post in Facebook Pages when new review in Google My Business
- Reviewer Name Jason Risley
- Comment These guys are GREAT. They listen and ask great questions. They understand my ... [more](#)
- Review Name accounts/101426274885247093772/locations/11922897908857724235/revi... [more](#)

Don't forget to put spaces between the things that you type and the variable information from the reviews that are coming through. Here is an example of something that you could use on your own page.

* Message (required)

Woohoo! 1. Reviewer Name: Jason Risley just left us a FIVE star review on Google!

Here is what they said in their words:



1. Comment: These guys are...ghly recommend!

Insert Data ...

Search all available fields

- 1. Create page post in Facebook Pages when new review in Google My Business
- Reviewer Name Jason Risley
- Comment These guys are GREAT. They listen and ask great questions. They understand my ... [more](#)

Once that message is constructed, you will want to test the action to make sure that it hits your Facebook page. You should see the message as it reads in this box.

 →  **Send Create Page Post to Facebook Pages**
To test Facebook Pages, we need to create a new create page post created:

message Woohoo! Jason Risley just left us a FIVE star review on Google!
Here is what they said in their words:
These guys are GREAT. They listen and ask great questions. They understand
They care about protecting me and not overselling items that aren't needed
the information in a way that's EASY to understand... which is tough to do.
home run in finding this help for my small business. Highly recommend!

page 1657163554498151

Empty fields:

Link Url empty (optional)

Skip test **Test action**

Assuming the Test goes as planned, hit publish and then let the world marvel at both your reviews and new technical prowess that you just implemented!

