

# How to Manage Negative Feedback on Social Media



## **Turn a negative into a positive**

When your social media channels went live, the likes, comments, shares and retweets came rolling in – and we’re willing to bet they still are. But, every so often, there’s bound to be a bit of negative feedback, no matter how great your customer service is. So, how can you turn those negatives into a positive? Start with these four steps.

1. **Establish your go-to social media person.** Maybe you have an in-house social media manager, maybe your office manager has taken the reins or maybe you manage all of your social media channels by yourself. Whatever the case may be, it’s important that someone has eyes on the page and will be ready to take action.
2. **Draft sample responses**, and store them in what we call a “wall response library”—which could be as simple as a document on your computer. There, you’ll have a few responses to choose from, and you’ll be able to tweak them based on each individual situation. Take a look at these three sample responses, and feel free to add them to your wall response library.
  - Hi \_\_\_\_\_ – Thank you for sharing your concerns. We are truly sorry to hear that you are disappointed, and we apologize for any inconvenience you may have experienced. In order to better serve you, please send us a private Facebook message with a phone number at which you can be reached, and a member of our team will be in touch.
  - Hi \_\_\_\_\_ – We understand that your most recent experience was not up to your expectations. Please send us a private Facebook message with a phone number at which you can be reached, and a member of our team will get in touch with you directly.
  - Hi \_\_\_\_\_ – Thank you for sharing your feedback. We would welcome the opportunity to learn more about your experience. Please send us your contact information in a private Facebook message, and we will be happy to discuss further.

Note: All responses invite the user to communicate more privately. Why, you ask? It keeps even more negativity off of your page, but it also keeps their personal information private.

3. **Respond promptly.** Users want answers ASAP. Address their issue as soon as you see it—responding directly to their post or comment as your agency.
4. **Have a frank conversation.** If you’ve asked a user to send you their contact information in a private message, reach out to them once you receive it. Listen to the facts and to their feelings. Make them feel heard, and last but not least, find a solution.

What’s your method for handling negative feedback?