



Social Media Onboarding Negative Responses Best Practices

To be noted :

The internet and especially social media truly can be a crazy unruly place.

With that said, it is the nature of the internet and we can't control everything that people say about us, or even address it, particularly in the

case of a private group that we are not members of.

However, there are a couple of things that we would suggest in this case. Let's call them negative response best practices.

1. Establish if the group is private or open

a) Responding to the comment

If any employees are part of this group, they can use a canned response such as this:

"First and foremost, thank you for your comment, we believe that raising concerns like yours help our company improve and provide better service for our customers, our vendors, and employees.

To protect the privacy and confidentiality of those involved we are not able to disclose details of this matter, however, you are welcome to contact us directly.

Please check your messages as our team will reach out to you there as well. We look forward to speaking with you and working together to resolve this concern. Thank you."

Note: This response can be used in similar situations including negative comments.

b) Respond to the comment via personal message

We would suggest sending a private message to the individual who made the original post with a portion of this canned response:

"We have become aware of a comment you have made on (insert FB group name here). First and foremost, thank you for your comment, we believe that raising concerns like yours help our company improve and provide better service for our customers, our vendors, and employees. I have responded similarly to your post but wanted to follow up with you directly as well. [Only include this last line if we are able to make a comment on the original post, of course].

To protect the privacy and confidentiality of those involved, we are not able to disclose all details of this matter, however, with your comments in mind, we look forward to resolving this concern. Thank you."

A private message coming directly from someone on the executive might make them think twice about continuing with their rant in other forums.



2. Reporting the comment

If the comment was made within a private group, an individual with access to the group/page will have to do this.

To report a comment you will find the comment and [follow these steps](#).

If you are an admin of the page, you can [follow these steps to hide a negative comment](#).

