

WELCOME



How to Deal with Negative Feedback on Social Media

Thursday, June 9, 2022



This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

Sign up for Digiport at
<https://nsdigiport.ca/>

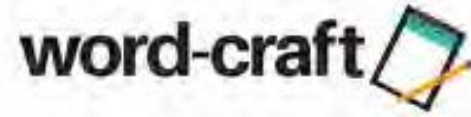


Digital Support for
Nova Scotia's Tourism Sector

Sign up

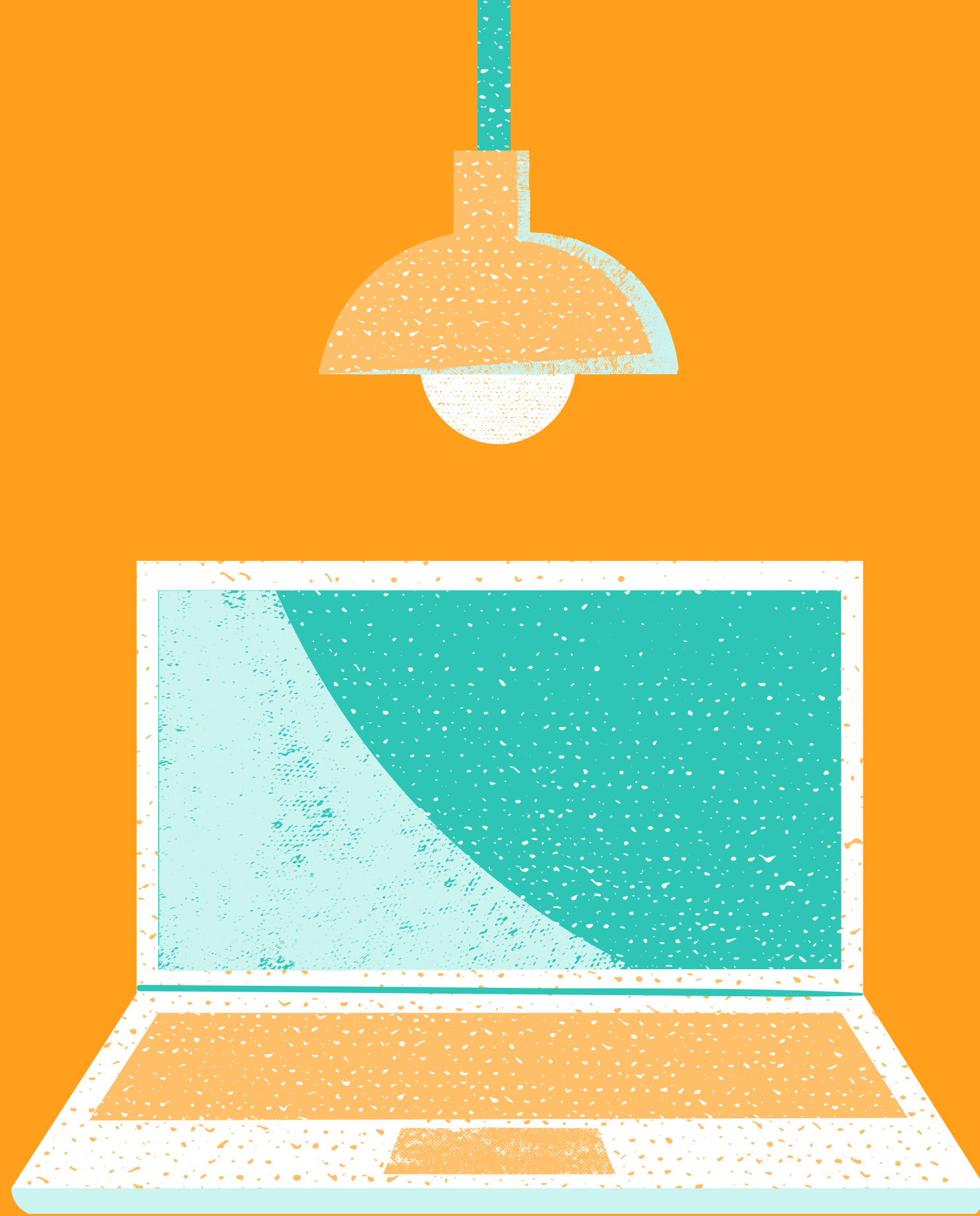
Get in touch with our network of digital marketing strategy experts.

PRESENTER



Ingrid Deon

- Ingrid Deon is the owner of word-craft
- She started her career as a journalist but caught the social media bug when she worked at a digital marketing agency
- Ingrid started her own social media marketing agency in 2019 and currently works with clients such as Nestlé Canada, Kraft Heinz and Manulife Bank, as well as small businesses across North America
- Word-craft specializes in organic social media strategy, content creation, community management and social media reporting



Dealing with negative feedback on social media

Convert dissatisfied customers into loyal fans





Monitor the conversation.

You can't reply to the comments and messages you can't see!
Check all your **comments and messages**.

Search for mentions on Twitter, read reviews, check forums.
Look at sites like **Yelp, TripAdvisor, Reddit, Google My Business**.



Act quickly.

The longer you wait, the angrier the complainant will get.

Post a **holding message** if you don't have an answer right away.

"We're so sorry to hear about this, NAME. We're looking into it now and we'll get back to you as soon as possible. Thanks for your patience and we'll be in touch soon."



Post the facts.

If someone is posting blatantly incorrect information, politely correct them and point them to the **source of truth**.

Use your website, news articles, scientific papers, testimonials to back up the factual information.

When will [@manulifebank](#) offer more than 0.9% in their so called "high interest savings account"

People who understand money aren't stupid. 2% minimum to beat inflation or it's worthless.

The [#FinTech](#) race is on, and if you want to win you have to provide sufficient value.

9:41 PM · Sep 28, 2020 · Twitter for iPhone

2 Likes



Manulife Bank @manulifebank · 6m

Replying to [@TheCryptoRed](#)

Well, since you asked 😊 ...



High-Interest Savings & Chequing – Accounts | Ma...

Our Advantage Account is a combined savings and chequing account that gives you high interest on ...

[manulifebank.ca](#)

1



1



CryptoRed 🇯🇲 🇧🇪 🇮🇳 @TheCryptoRed · 1m

This is what I love to see! Keep this rate above 2% and you'll attract many people to your bank.

There's no brick and mortar, your expenses should be low enough to offer 2% consistently. This is a big win. Keep the rates good and I'll onboard my family and friends. [#FinTech](#).

1



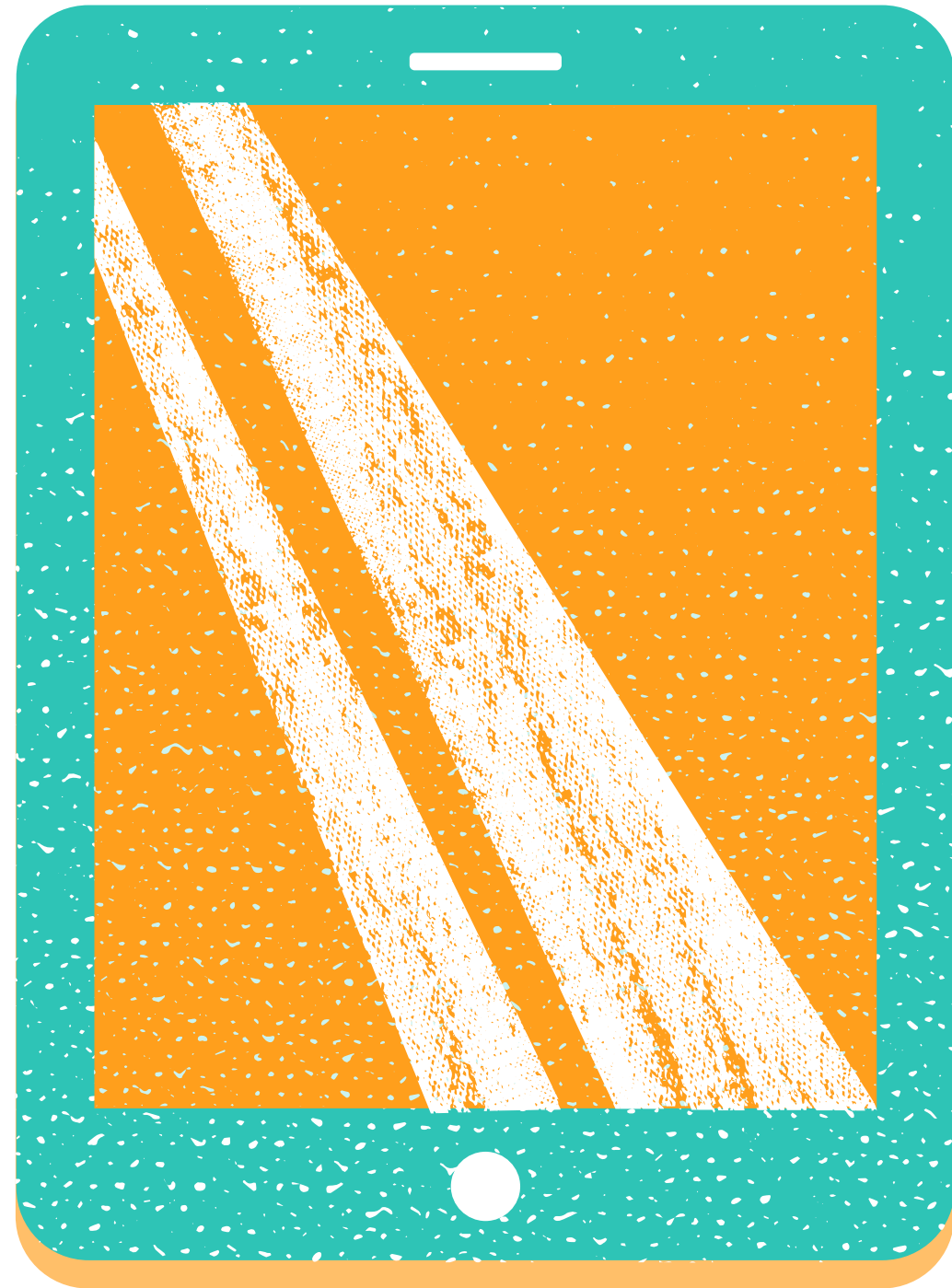
1



Manulife Bank @manulifebank · 14s

Thanks so much! We're excited to be able to offer this rate. 😊





Move the conversation to private

Customer complaints on social media can sometimes draw other complainers.

Moving the conversation over to **private messaging** reduces the visibility of the complaint.

"We're so sorry to hear about this, NAME. Please send us a private message so we can gather some more information. Hope to hear from you soon."

Hide, don't delete.

When you **delete** a comment on Facebook, the commenter can see that you've deleted his comment.

When you **hide** a comment on Facebook, the commenter can still see the comment, but others can't.

Have a **Code of Conduct** that outlines what your company doesn't tolerate on social media.

Give complainants a **warning**, direct them to the Code of Conduct and if the egregious behaviour continues, it's fair game to block them.

Be empathetic.

Be human. Don't be robotic. Tailor your response to the complaint.

Acknowledge the complaint. Often people just want to be heard.

Put yourself in the customer's shoes. How would you want to be treated?





Bank of America @BoFA_Help

6 Jul

@OccupyLA We'd be happy to review your account with you to discuss any concerns. Please let us know if you need assistance. ^sa

[Details](#)



Cory Levi Alexander @cornelius311

6 Jul

@darthmarkh @YourAnonNews @CyMadD0x @bankofamerica dopeeeee.

[Details](#)



Bank of America @BoFA_Help

6 Jul

@stevetimmis We'd be happy to review your account with you to discuss any concerns. Please let us know if you need assistance. ^sa

[Details](#)



Bank of America @BoFA_Help

6 Jul

@MaxwellMarler We'd be happy to review your account with you to discuss any concerns. Please let us know if you need assistance. ^sa

[Details](#)



Actually apologize.

Don't say, "We're sorry but . . ."
Or "We're sorry you feel that way . . ."

A simple, straightforward apology will show that you care.



Jackie N Jake ▸ Farmers Dairy

8 June 2018 · 🌐

...

Have you changed the recipe in the last few months of your 20/80? It's my favourite and has been for years, but for the last few months it definitely tastes different and the difference is not an improvement.

3 comments



Like



Comment



Share



Oldest ▾



Farmers Dairy

Good question, Jackie! Are you referring to the blocks or tubs of Farmers 20/80? The tubs haven't changed, but the blocks changed to a non-hydrogenated base last fall. This was a change that was mandated by regulations to remove hydrogenated oils from the market. We hope you have a great day.

Like · Reply · 2 y · Edited



Jackie N Jake

No, it's not the blocks. It's the tubs I'm talking about. The taste has definitely changed. So much so that I'm going to stop buying it. 😞

...

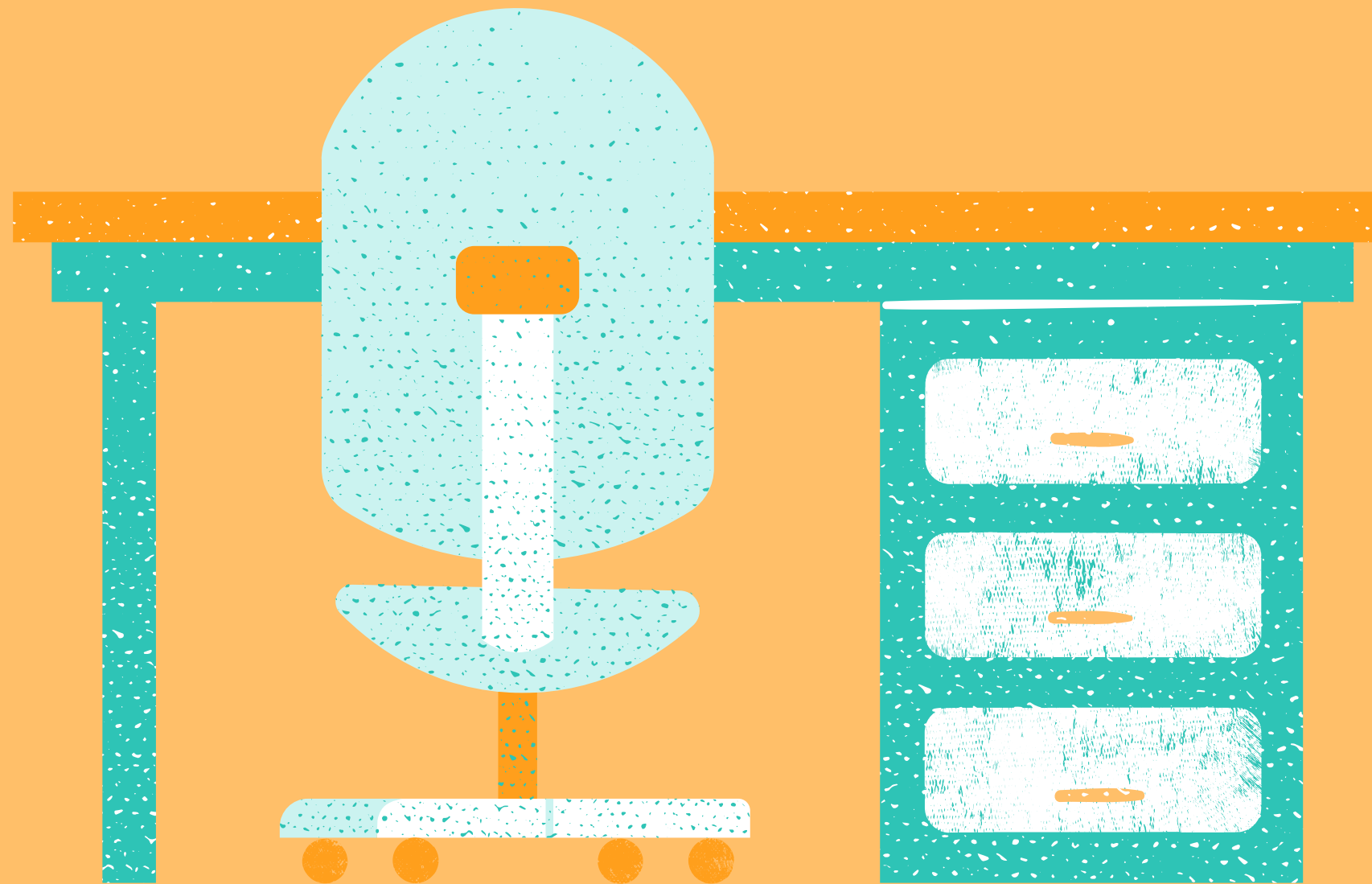
Like · Reply · 2 y



Farmers Dairy

We're so sorry to hear that, Jackie. We haven't made any changes to the tubs, but if you think you had a bad batch, please don't hesitate to call our Consumer Response team at 1-800-501-1150 (M – F, 9:30 a.m. to 5:30 p.m. AT).

Like · Reply · 2 y



Don't take it personally.

Don't get **emotional**. You're not looking to win an argument here.

See the complainant as an **actual person**. They're not just another complainer or troll.

They're actually helping you become a better business by pointing out how you can improve.



Pigalle Boston · 275 likes · this

8 hours ago via mobile · 📱

👍 Like

Dear Pigalle fans,

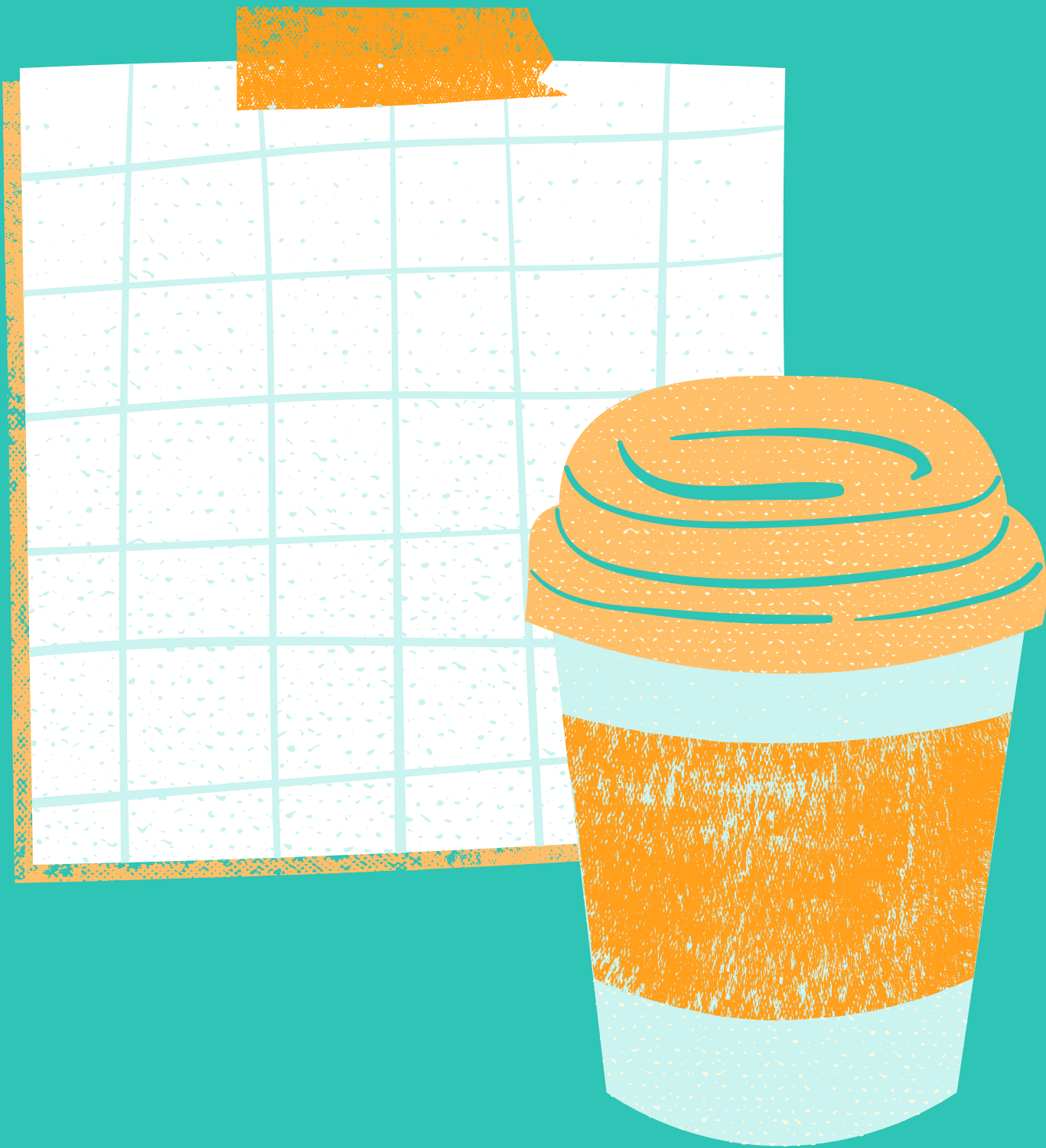
It is hard to believe that in this day and age there are still uneducated , unintelligent , unpolished human beings out there that still go out to eat , but there are , and this woman proves my point .

If anyone has ever had a problem at any restaurant , food or service , you complain or bring it to their attention , at the restaurant , not on someone's face book page

This is a ignorant and disrespectful way of carrying ones self when in a public restaurant (or I should say out of one) , and just shows this persons inexperience to dining and behaving in general .

Further more I hope all Pigalle fans know how much we strive in keeping our customer base happy , before they leave the restaurant !

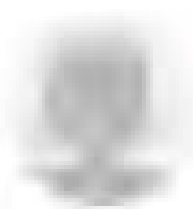
Dear post woman , we fed 100 customers on thanksgiving , 98 left happy .



Make it right.

Find out how the customer would like to see the issue resolved and **fix the problem.**

- Apology
- Coupon
- Refund
- Policy change



Yukojc · 7 months ago

Disappointed

I bought this yesterday. I am really fan of KitKat since when I was really young. This time really surprised that my KitKat was noting but just chocolate. I don't know what happen and how but, I do not think this is normal. I can send a photo if you need

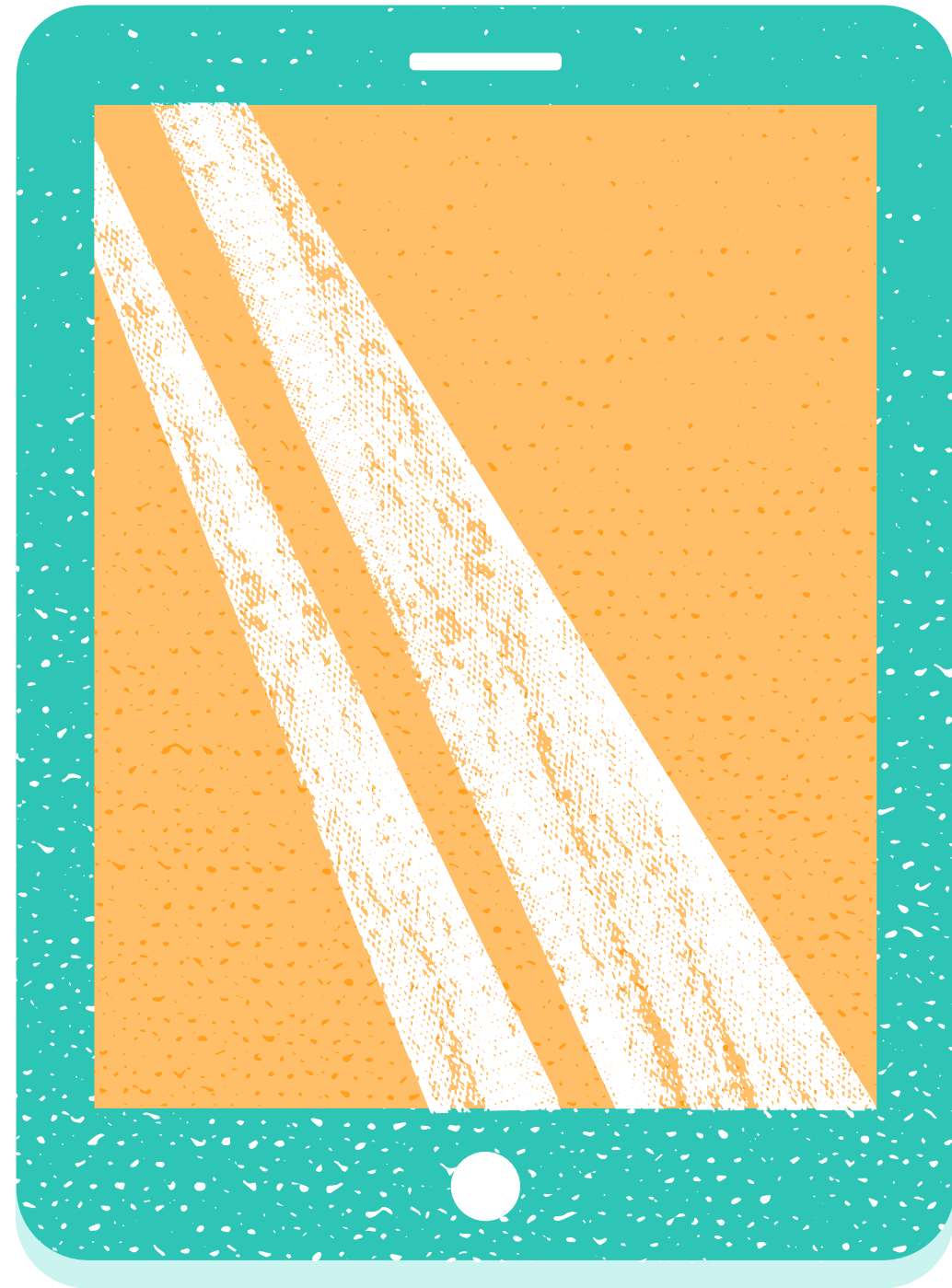
Helpful? **Yes · 0** **No · 0** **Report**



Response from Nestle Canada:

Consumer services · 7 months ago

Oh no! What's a KITKAT without the wafer? If you still have the packaging handy, please send us an email at consumer.care@ca.nestle.com so we can make it up to you.



Thank you.

Ingrid Deon
ingrid@word-craft.ca

  @wordcraftinc

www.word-craft.ca

word-craft 

STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: TNSBusiness@novascotia.ca
- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
- 🌐 TNS News & Resources: <https://tourismns.ca/news-resources>
- 🌐 Corporate Twitter: <https://twitter.com/TourismNS>
- 🌐 Corporate LinkedIn: <https://www.linkedin.com/company/tourismnovascotia/>