

## Data Storytelling and Digital Marketing for CBOs

### Best Practices for Responding to Comments on Social Media

If you're getting comments on social media that means your posts are engaging. It's important to continue the conversation. Remember, that because you produce some great content and might get a lot of positive responses it doesn't mean you won't get some remarks that are not that positive.

Social media is all about impressions and creating a more personal conversation between your program or organization and your audience. With more accessible resources one is able to see the positive and negative comments made about an organization. If you see an organization/program that has many negative comments with no response most are more than likely to not pursue it. This proves that monitoring what is being said on your platforms is crucial and could affect how your brand is perceived. By monitoring your conversations, you can take appropriate actions to better the impression of the brand.

Comments can also help you generate more traffic so it's a great idea to prepare how to handle good and unwanted comments. Some people believe that when they see a negative comment on one of their social media platforms they should delete it to only have positive responses. This is not the best way to handle this response. Your organization will seem more genuine if you have some positive and negative responses that have all constructive responsive comments by your organization.

### Best Practices on Responding to Comments on Social Media

- **Designate a response role** - Assign someone from your team to monitor and carry on an appropriate conversation across all of your platforms. This means they should not only monitor but also respond to positive and negative comments.
- **Pick your battles** - It would be great if you could answer everyone but sometimes you need to pick and choose whom you respond to. Prioritizing and mentally preparing what types of people will be commenting will help you when something unexpected appears on your posts.
- **Keep it short and easy** - Even if the comment is getting to a 3-paragraph length, doesn't mean you need to respond in a similar manner. Don't take up more of your time than you need to. Just keep everything pretty short and simple. Try not to seem too dismissive but address everything you need to say in a few sentences.
- **Creating FAQ resource** - If many people are commenting or inquiring the same question it could be beneficial to create a FAQ resource to help you answer all their questions. This

will allow you to share the information quickly on a specific topic.

- **Publicly vs. Privately** - Replying 'privately' doesn't mean *completely* privately, it just means carrying out most of the conversation offline rather than online via a phone call, for example, rather than on public posts. This is a great strategy for people who are abusive online, or for sensitive matters.

To take this route, reply publicly that you're sorry for their experience and that you've sent them a private message so you can resolve the situation.

For smaller issues and, hopefully, less irate people, replying publicly is a great way to show what a helpful organization you are. This is a great way to show you care about them and are willing to solve the issue right away.

Always bear in mind that social media is a two-way form of communication and not just another outlet for your promotional materials and content. To maintain a successful presence, you need to make sure you are part of the conversation.