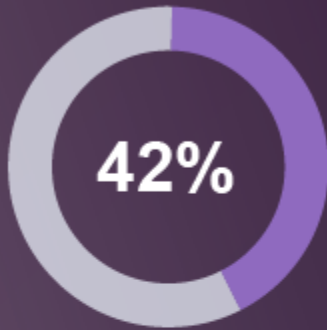




# Super Responses to Social Media

WACO 2019

# 3.2 billion social media users worldwide



people worldwide  
use social media

companies which engage  
in social selling



get **119%** better ROI



companies use social  
media for brand awareness

**4.68 billion**

the total number of mobile phone users

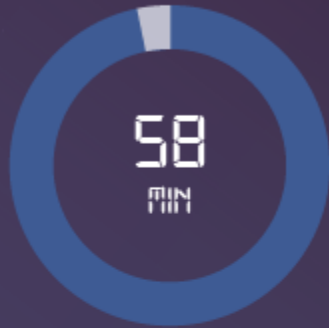


are spent on social  
media every day

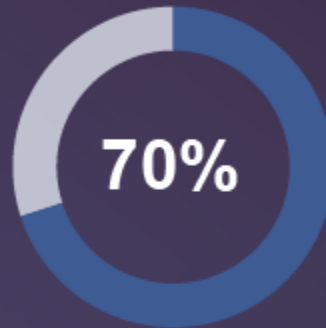
# Facebook



## 2.2 billion users



US Android users spend  
on Facebook daily



pre-roll video ads  
are watched till the end



52% male  
48% female



total number of Facebook users has grown by  
**15%** since the beginning of 2018

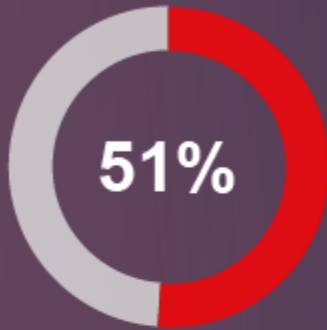


US population are active  
Facebook users

# YouTube



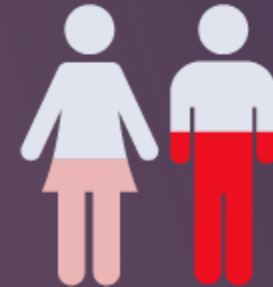
1.9 billion users



US marketers run  
YouTube video ads



YouTube watchtime comes  
from mobile devices



55% male  
45% female



YouTube is the most popular  
social site among US teens

1 billion hours



of video content is watched  
every day

# Instagram



1 billion users

posts with location get  
**79% more engagement**



accounts follow a business  
on Instagram



are made by top IG  
brands per week

**400 million**



accounts use Instagram  
Stories every day



the most popular  
Instagram emojis

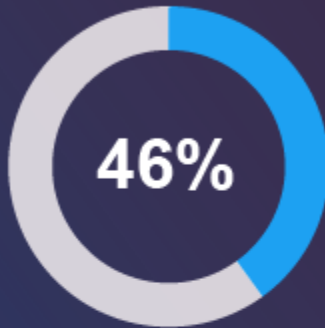


**58% female**  
**42% male**

# Twitter



335 million users



users are active on the platform every day



video views are on mobile



the prices of Twitter ads are falling

500 million



tweets are sent every day



64% male  
36% female

# Reddit



330 million users



is an average  
visit length



users are aged 18-29



**58 million**



number of daily votes

**2.8 billion**



comments are posted  
every day



**69% male**  
**31% female**

# Rules of Engagement:

## How to Respond to Social Media Complaints

- First:
  - Treat every negative comment like it's a review!
  - **42% of customers** learn about products and services through Twitter alone, meaning a few majorly negative Tweets could provide the wrong first impression for many potential customers.
- Second:
  - Focus on the positive comments as much as any negative.



Always respond  
(and try to do it within the hour)





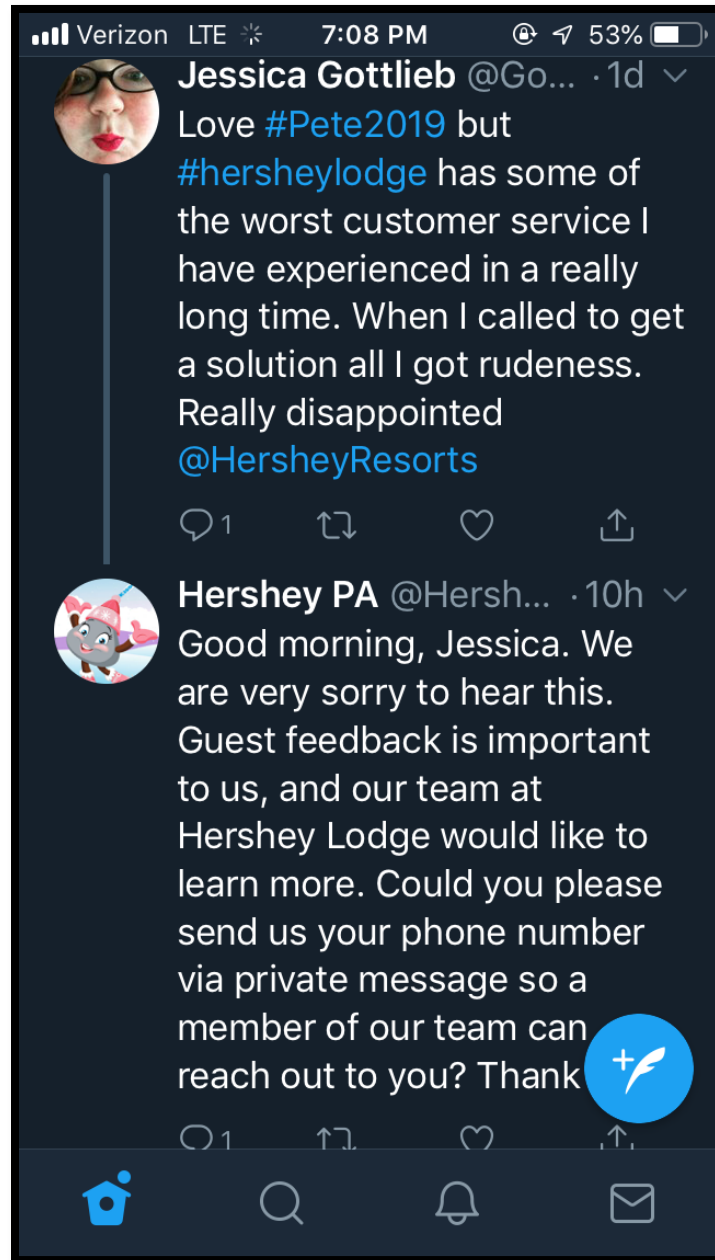
81% of consumers won't **recommend a company to a friend** if they don't get a reply from them on social media.

# How Should you Respond to Criticism?

- Again, this is totally dependent on the situation.
- There are a number of different options. You can:
  - Reply publicly
  - Reply privately
  - Be serious
  - Use humor (be cautious)

# Publicly vs. Privately

- **Know when to take it private.**
  - Replying ‘privately’ doesn’t mean *completely* privately, it just means carrying out most of the conversation through direct messages rather than on public posts.
  - It’s a brilliant tool for people who are abusive, or for sensitive matters.
  - Some interactions are perfect as examples of your fantastic customer service! Some definitely are not. If it seems like you may not be able to satisfy the customer without some compromises, or the customer is starting out angry, take the conversation private. If the situation turns out well, they have the choice to share it themselves.

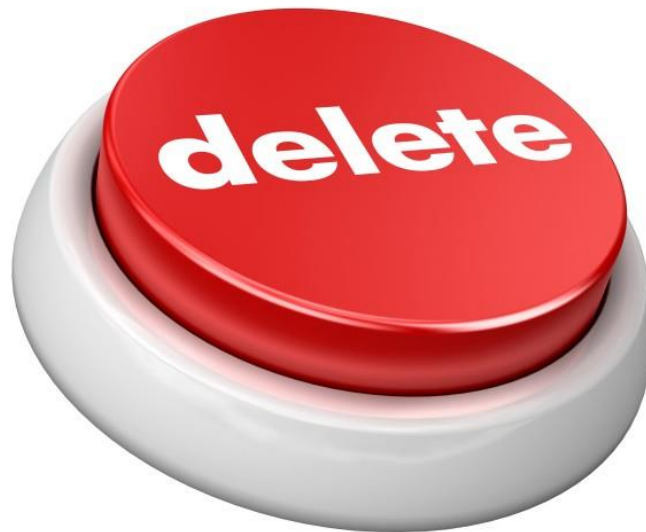


# Serious vs. Humorous

- If in doubt, stick with a serious response; it's difficult to go wrong with that.
- Humor can be a perfect way to show the lighter side of your business.
  - Be careful though, as it's only appropriate in certain situations and you have to be sure your use of humor will go down well.

# Deleting comments

- Never, ever delete negative comments.



# Have a Plan in Place and Official Statements Drafted

- Before: Anticipate Problems
  - Prep and pre-approve social posts.
  - Create an FAQ page.
  - Have a crisis management plan.





# Be Consistent with Responses

- During:
  - Be ready for in-the-moment feedback.
  - Respond to customer complaints timely and appropriately.
  - Have a point person or team on standby.
  - Take the time to get the message right before you send it out.



# Find Out What People are Saying About YOU!



(even when they don't know you're listening)

# Be Friendly and Personable

- People like to talk to people.



- If you can't give a customer what they want, give them two alternatives.

just an  
**Example**



**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](#)



**Bank of America** @BofA\_Help

6 Jul

@TyJaYo Hi Mr. Young, What happened? Anything I can do to help? ^sa

[Details](#)

just an  
**Example**



**Jessica Johannes** @jessjohannes · 3h

@Zappos I need UPS label but keep getting a return request confirmation. Can you help???



3



1



**Zappos** @zappos · 2h

@jessjohannes Once that's done, to the right of the item(s) being returned you'll see a white button "display ups label" click, & print. \*RB



1



**Jessica Johannes** @jessjohannes · 2h

@zappos that worked. Thank you for the fast fix.



1




1



**Zappos**   
@zappos

Following

@jessjohannes Happy to hear it! Apologies once again for the troubles, but happy it all came together in the end.  \*RB

7:52 AM - 1 Feb 2017



# Be on the same page with the Owners and others visible on social media

- What is your social media plan for the season?
- What is your social media policy for employees?
  - Define and provide examples of what they can post and not post.
- Who is responsible for all posts?
- Who is responsible for reply's?

# Track Everything



# Learn from Customer Complaints

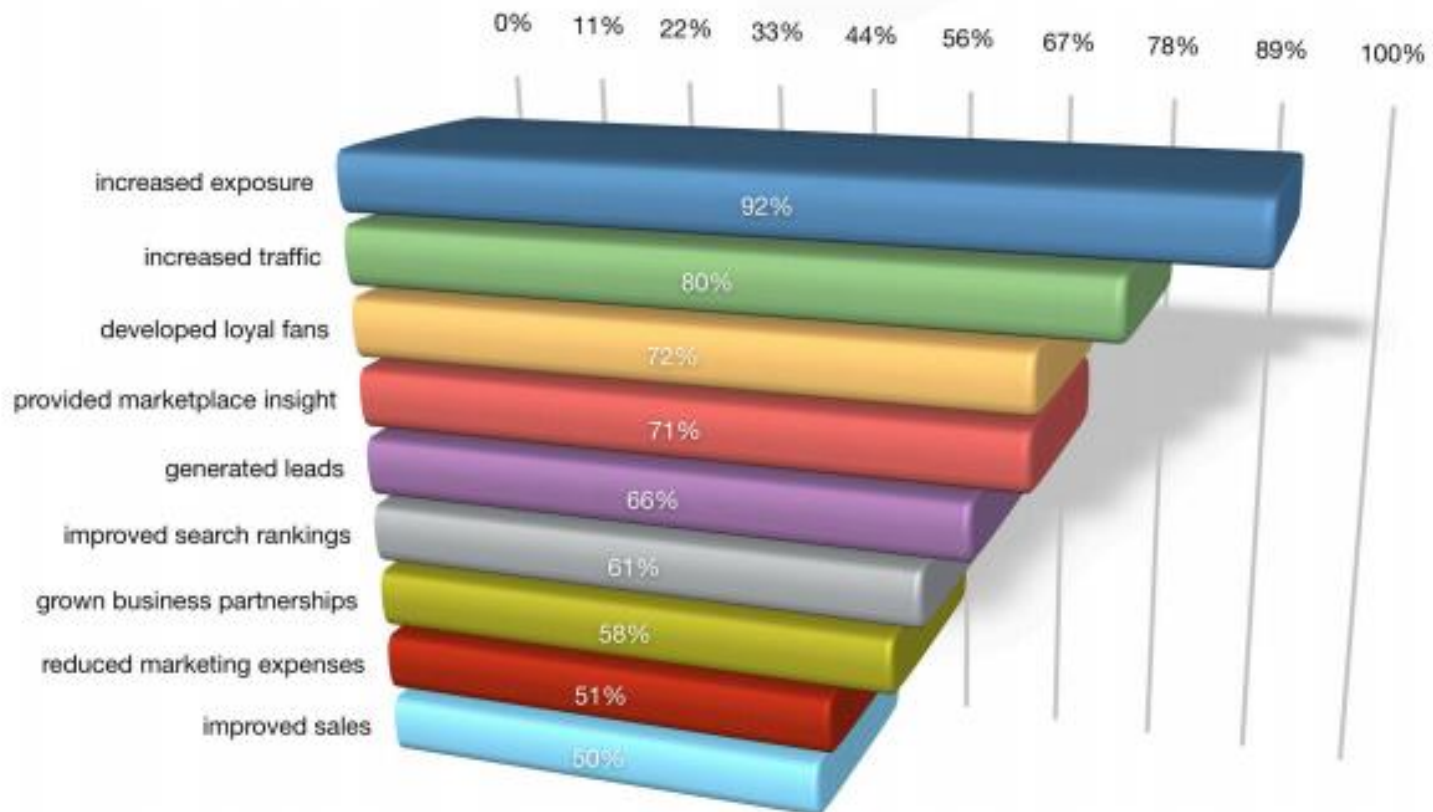
- Customer Complaints:
  - One complaint is an isolated issue.
  - Two complaints is a pattern.
  - Three complaints is a problem.
- Follow up with customers who have changed their tune.





# Measure Effectiveness

## Benefits of social media marketing



# Stand Out From the Competition

- Brands should use social media as a two-way channel of communication.
- So now that we know just how important it is to reply to social media comments.
  - Handout: “How to reply to comments...”

# Final Thoughts on how to Respond to Social Comments

- As you can see, replying to comments on social media is simple once you have the basics down.
- Equally, the importance of responding to comments cannot be understated.
- So if you promote your business on social media, it's time to take control of your social interactions.

# Have a great 2019 Season!

