**UPSET FOLLOWER POSTS ON YOUR SITE**

**STEP ONE: ADDRESS**

**Jane Smith Says:** I have NEVER had worst customer service at a Café than I did at the Sit & Sip Café! I waited over THREE hours for my food, a sandwich, and once it arrived the waitress NEVER returned to see if I needed a refill or anything....

**Sit & Sip Café Says:** Jane Smith, we are very sorry to hear about your recent experience in our café. You are correct in saying three hours is too long to wait for food; normally our service is very quick.... Unfortunately, we are down several workers due to... We would love to offer you... I would like to discuss this with you personally if you would please call or email us at...

Address the post for everyone to see: It is very important that everyone recognizes you are concerned with what your followers have to say and you are willing to work with them. Apologize if it was your fault (customer is always right), address the issue, and say would like to talk further. Try to move the conversation off of the social media site, it is bad enough the conversation started on the public site – try to continue it in private through email or phone.

**STEP TWO: REMOVE & POST**

**Jane Smith Says:** Post has been removed by owner.

**Sit & Sip Café Says:** We recently removed a post from our page addressing a recent unpleasant visit to our Café, due to... This is the reason behind the issue... If you would like to discuss this further with us we welcome your input, please call or email us at...

Remove the upset post but tell followers why: Do not remove this post immediately, either wait until the poster has responded to your response comment, or choose an elected number of days then remove the post. However, do not think this is the end of the situation. You should then post to your site saying that a post was recently removed concerning a “stated” problem, what you are doing to correct the situation (if needed), and you are willing to discuss it. This shows all of your followers that you did not brush issue under the rug.

*You may not wish to remove the post at all if you “commented” directly onto it and want your followers to see how you responded.*

**Social Media Disaster Plan**

**Amanda Bergstrom**

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STEP THREE: ADDRESS AGAIN

Jane Smith Says: I posted on here two days ago about the HORRIBLE service at this Café and they DELETED my comment!! They don't even care what I said...

Sit & Sip Café Says: Jane Smith we are sorry to hear you are still upset, we did address your concerns as you can see in this post... We would really like to talk to you about this... please email or call us...

If the poster refuses to talk & posts again: This may happen. Sometimes the original poster did not see that you responded or simply wishes to draw attention to the situation again. Go ahead and respond again. Tell them again that you recognize their problem or concern and are very willing to discuss it. Stress you tried once to have a conversation with them (draw attention to the public post you made) so others know that you did try. Once more try to get the conversation off the public social media site and into a private conversation between you and the poster.

*You may not wish to remove the post at all if you “commented” directly onto it and want your followers to see how you responded.

STEP FOUR: RESPOND OR REMOVE

Jane Smith Says: I am telling all of you NEVER GO HERE, they have horrible customer service!!

Sit & Sip Café Says: We recently removed a poster from our business site due to offensive remarks and a refusal to personally talk to us about their concerns. Their concerns have been addressed...

If poster still refuses to talk, and keeps posting: You as the social media manager should determine the number of times you address an upset poster and their comments before you simply delete comments without acknowledgement and block that user. This is allowable because you gave them more than one opportunity to personally talk with you and they did not take it. More than likely they are not going to take the opportunity and are only causing problems. Once you have blocked them make certain to address the issues brought up by poster. Tell your other followers what has happened, why you did what you did (point toward your social media statement*), and how you have addressed the issues brought up by the poster.

*We reserve the right to remove any inappropriate or harmful remarks from our page*

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