

How to Tackle Negative Comments on Social Media

For a business to grow & become popular, it has to have a strong customer base as well as good customer care.



Take Responsibility

- ☐ Accept that your brand made a mistake and be genuinely apologetic for it

Cool Down & Think it Over

- ☐ Don't respond to negative comments with an angry mind; calm down & then reply

Respond at The Earliest

- ☐ Reply to negative comments as soon as possible; don't take your sweet time

Rectify the Error

- ☐ Assure your users that you will rectify the mistake at the earliest, with no delay whatsoever

Promise to be Better

- ☐ Assure your users that you will not make the same mistake in the future

Take it as Valuable Feedback

☐

Don't take it personally, instead thank your users for bringing it to your notice and helping you improve your product or service

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