



SOCIAL MEDIA STRATEGY GUIDE

96%

of consumers surveyed said that customer service is an important factor in their choice of loyalty to a brand.

57%

of customers that feel connection to a brand will increase their spending with that brand.

4 BILLION PEOPLE

are on social media across the world. That's 58% of the world's population.

To develop and grow relationships through social media, you must have a plan in place to maintain your pages on an ongoing basis. Our social media strategy guide will help you through the process.

ESTABLISH YOUR SOCIAL MEDIA TEAM

- Who are the members of your team?
- How often will your team meet to develop content and discuss strategies?
 Weekly Twice a month Monthly

- Who will create and post content?
- Who will monitor your pages and respond to comments/inquires?

*If you are handling all of the above for your social media pages and don't have someone to fill in when you are gone, post a message/update on your pages explaining that you will be away and will not be able to respond to comments/inquires until you return.

CREATE AN ACTION PLAN

- Determine how often you will post content on each platform

SET UP A SYSTEM TO TRACK + RESPOND TO:

Customer service issues/requests/claim inquiries
Leads/referrals received/reviews
Inquires about premium increases

SET AN EXPECTATION FOR RESPONSE TIME FOR CUSTOMERS:

1 hr. 4 hrs. 12 hrs. 24 hrs.

SOCIAL CARE + REPUTATION MANAGEMENT TIPS

Social media sites are public platforms that can impact customer perception of your brand, as well as, purchasing decisions. That's why it's important to protect your reputation by incorporating these best practices into your social media plan:

- Always acknowledge and respond to comments coming to your pages unless they are requesting an official position of the company on a sensitive subject. Pass those on in accordance with normal business rules.
- Take all sensitive conversations offline.
- Monitor how your competitors handle customer service issues on social media.
- Make sure contact information is consistent and accurate across all digital platforms (social media, websites, and online directories).
- If someone posts something negative, acknowledge the issue and offer to fix it, if you can. Then redirect the conversation to a secure, private channel so you can get the details. People will often return to your page and thank you for helping them. This will publicly demonstrate how good your customer service is.

RESPONDING TO NEGATIVE REVIEWS

Believe it or not, negative reviews can actually help your business. If the feedback on your page is 100% positive, most people will assume you're either writing your own reviews or filtering out the complaints. If something looks too good to be true, most people will assume it is.

5 STEPS TO RESPONDING TO NEGATIVE REVIEWS:

1. Acknowledge the complaint with sincerity and concern
2. Publicly state that you'd like to find a solution
3. Take the conversation offline
4. After a successful resolution, politely ask the other party to remove, delete or take down the negative content
5. Follow up with a cordial and sincere thank you

