



Social Media Customer Service Help Sheet

Dos:

- Remember that we don't know everything about a person's life - they may be having a bad day!
- Wish people a lovely day, you can even mention the weather or compliment the person.
- Share daily posts saying hello and goodbye to let your audiences know when you'll respond.
- Have a clear community code on your social media channels.
- Share the quirky, inspiring and fun moments with your colleagues.
- Get confident about speaking informally.
- Always be your most patient and kind self!

Don'ts:

- Forget that social media is a spectator sport.
- Ignore signs that an issue is snowballing – look out for posts with lots of reactions and comments!
- Leave resolved issues in direct messages, return to the original post/comment to confirm resolution.
- Take anything personally!
- Miss an opportunity to serve your audiences and go the extra mile.
- Send people out of social media for help if you can avoid it.
- Be too smart or sarcastic!