



Negative Comments Response Template (for Social Media)

How to handle negative comments for Facebook, Twitter, LinkedIn and other social media platforms

Level	Comment	Description	Example	Response Process
1	Positive	Anything favourable	<i>"My burger was awesome!"</i>	Say thanks (Optional: screenshot it and share the love with your team)
2	Neutral	Neither good nor bad	<i>"I'm having a burger for lunch."</i>	Commenting is optional
3	Negative - respond	Genuine negative comment	<i>"My burger was cold and took forever."</i>	Take a screenshot. Acknowledge, apologise and act to resolve the issue. Follow up
4	Negative - ignore	Negative comment by a "troll" (deliberate trouble-maker)	<i>"Burgers are evil and so are the people that eat them."</i>	Take a screenshot. Potentially warn the troll and block them if necessary but usually it's best to ignore them. The rule of thumb is "don't feed the trolls."
5	Negative - remove	Offensive, malicious or spam (it breaches your "House Rules")	<i>"My waitress was a %^&*."</i>	Take a screenshot. Remove the comment and explain that it has breached "House Rules". Warn the offender and block them if necessary. (House Rules are your commenting policy - typically good manners are expected)
6	Crisis	Legal or criminal ramifications (eg. threat of violence, breach of confidentiality, defamation, PR disaster etc)	<i>"I'm going to burn this burger joint down."</i>	Take a screenshot. Escalate immediately to police, legal or management for further advice as necessary.



Negative Comments Response Template (for Social Media)

Company _____

Lvl	Comment	Description	Example	Response Process	Who's responsible?
1	Positive	Anything favourable			
2	Neutral	Neither good nor bad			
3	Negative (respond)	Genuine negative comment			
4	Negative (ignore)	Negative comment by a "troll" (deliberate trouble-maker)			
5	Negative (remove)	Offensive, malicious or spam (it breaches your "House Rules")			
6	Crisis	Legal or criminal ramifications (eg. threat of violence, breach of confidentiality, defamation, PR disaster etc)			