

How To Approach Customer Service On Social Media

In-house Course

Course Introduction

Consumers are increasingly turning to social media to air frustrations or grievances that they are having with a particular company. Alongside this, audiences are also looking at your social media channels to be an effective first port of call for any big announcements, both good and bad. With 62% of consumers having used a company's social media channel for customer service and 42% of those consumers expect a response within 60 minutes, how you approach customer service on social media is crucial to your business. This course will help brands realise the importance of being present on social media networks, whether it's responding to customer queries or complaints, raising an issue with the wider world or managing PR statements.

Course Aim

This course is aimed at businesses who already have established social media channels and overall online presence. It would be most beneficial for the member(s) of staff who manages the company social media channels regularly.

Course Outline

Course content

- How to approach customer service on both short (Twitter) and long text (Facebook) platforms whilst remaining sincere
- Taking any potential complaints off of public social media platforms ASAP e.g. taking it to private message, email or phone call
- Monitoring any potential complaints and reporting on any frequent problems e.g. cancelled events, website issues
- Case studies of both good and bad customer service
- How to deal with a PR crisis on social media
- The best tools to manage negative communication
- Legal implications & importance of Social Media policy
- Case studies of how brands have responded to crisis situation

What will I learn

- How you approach customer service on social media
- Monitor and deal with customer complaints and PR disasters on the social media networks
- The tools to effectively turnaround negative comments, and learn what the legal implications may be.

Related courses: Beginners Guide to Social Media; Advanced Guide to Social Media; Social Media Strategy & Blogging; Instagram & Pinterest For Business; Create Engaging Online Campaigns

St James' Mill, Whitefriars, Norwich, NR3 1SH
01603 677107
enquiries@jarroldtraining.co.uk
jarroldtraining.co.uk

Registered name Jarrold and Sons Ltd. No 75278 England