

Managing Conflict on Social Media



A Training By



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How to spot different types of comments

- **Harassment:** Look out for hostile comments that aim to harm your brand and their customers, and are sometimes accompanied by rude words. These comments become defamatory when they affect the integrity of a person or your brand. Respond by reminding the commenter of your brand's rules of conduct and reporting any defamatory comments to the appropriate authorities.
- **Trolling:** Trolls often leave comments that have no link with the publication or the brand, and are only there to provoke. Don't engage with trolls, but instead report and block them.
- **Ostracism:** When a targeted person is being ignored through comments. Respond by engaging with the targeted person and encouraging positive discussion regarding your brand.
- **Targeted, unconstructive and repeated criticism :** When someone shares a gratuitous and unfavorable opinion about your brand, a product, or a person. Respond by acknowledging their feedback and providing them with constructive information that can help address their concerns.
- **Teasing:** When a customer creates a funny post or comment in order to laugh at your brand. Respond by using humor to lighten the situation and show that your brand has a human side.
- **Camouflage:** When someone puts hostile and friendly elements together in the same post, which can be ambiguous to the people viewing it. Respond by correcting any misleading comments and sharing the right information. Use emojis and gifs to lighten the tone of your response and avoid sounding sanctimonious.

Remember, the most important thing is to respond appropriately and in a timely manner. Responding with empathy, humor, and professionalism can go a long way in managing your brand's reputation on social media.

Best practices for responding as a social media manager

- Remind the rules of good conduct when responding to harassment.
- Encourage positive comments from users who defend the brand.
- Correct misinformation and share accurate information when responding to misleading comments.
- Hide or block comments from certain people if they violate community guidelines.
- Use emojis and GIFs to add a lighthearted tone to responses.

No matter what approach you choose, it's essential to handle negative comments with care and empathy to maintain a positive brand image.

Additional resources

Hassan, M., & Casaló Ariño, L. V. (2016). Consumer devotion to a different height: How consumers are defending the brand within Facebook brand communities. *Internet Research*, 26(4), pp. 963-981

Breitsohl, J., Roschk, H., & Feyertag, C. (2018). Consumer Brand Bullying Behaviour in Online Communities of Service Firms. *Service Business Development*, pp. 289-312

Dineva, D. P., Breitsohl, J. C., & Garrod, B. (2017). Corporate conflict management on social media. *Journal of Marketing Management*, 33(9-10), pp. 679-698.

Jang, H., Olfman, L., Ko, I., Koh, J., & Kim, K. (2014). The Influence of On-Line Brand Community Characteristics on Community Commitment and Brand Loyalty. *International Journal of Electronic Commerce*, 12(3), pp. 57-80.