

So you're having a . . .

Social Media Emergency

Someone left a negative comment on one of your posts?

Should you remove comments or negative mentions on your social media? Our short answer is sometimes, yes, and sometimes, no.

Don't automatically remove comments just because they're negative. There are pros and cons in doing so. We've identified a few strategies you could try instead of simply deleting comments, depending on the context, of course.

Common types of comments:

- **Spam:** These comments might lead users to broken links or sites containing viruses and malware.
- **Self-promotion:** A prevalent scenario involves users attempting to insert their "refer a friend and get \$15" codes onto business posts to accumulate referral bonuses.
- **Inappropriate content:** This encompasses explicit language, sexual content, or comments displaying racism, homophobia, or sexism.

When to hide or delete: Depending on the platform, you can hide or delete comments. We recommend doing this for spam comments and anything you deem inappropriate.

When to ignore: If people leave negative comments that are not directly related to your brand, it is okay to ignore it. Most people are pretty good at spotting and ignoring comments from people who just want to complain. In some cases, the issue will resolve itself, especially as dialog occurs with your happy customers respond.

When to respond: If a commenter appears to have a genuine complaint related to your brand/business, addressing it directly can lead to better outcomes. We do not recommend copying and pasting the same response, but rather give a genuine custom response so you audience feels heard.