



Steps businesses can take to effectively deal with negative comments and bullying on social media.

- **Monitor and Identify:** Regularly monitor your social media channels to quickly identify any negative comments or bullying. This proactive approach allows you to address issues before they escalate. We recommend if it is on your platform deleting the comment and not engaging , this can sometimes stop things escalate.
- **Stay Calm and Professional:** When responding to negative comments or bullying, always maintain a calm and professional tone. Avoid reacting emotionally, as it can escalate the situation further. Responding with empathy and understanding can often defuse tension. Only write your reply when you have removed emotion and read it 3 times before you post! This gives you time to remove any emotion and reply professionally.
- **Address Legitimate Concerns:** If the negative comment or criticism is valid, you may choose to acknowledge it and address the concern publicly. Offer a solution or apology if necessary, and demonstrate your commitment to resolving the issue.
- **Set Clear Guidelines:** Establish clear guidelines or a social media policy for your business regarding acceptable behaviour and communication on social platforms. This can help prevent bullying and inappropriate comments, and provide a basis for moderation.
- **Engage Positively:** You may want to counteract negative comments by actively promoting positive content about your business. Highlight positive reviews, customer experiences, or community involvement to shift the focus away from negativity.
- **Utilise Moderation Tools:** Consider using moderation tools available on social media platforms to filter out or hide inappropriate comments. This can help minimise the visibility of negative content and create a safer environment for your audience.
- **Seek Support and Reporting:** If the negative comments escalate into bullying or harassment, don't hesitate to seek support from social media platform administrators or report abusive behaviour. Most platforms have mechanisms in place to address such issues and protect users.

By implementing these steps, businesses can effectively manage negative comments and bullying on social media while maintaining a positive online presence.



Here are some ways to deal with negative comments or bullying on another social media platform where you can't simply remove comments, for example Feilding local groups.

- **Respond Privately:** If possible, reach out to the individual privately through direct messaging or email to address their concerns or discuss the situation. Sometimes, taking the conversation offline can lead to a more constructive resolution without escalating tensions publicly. Make sure all communication you would be ok with it being made public incase it does not go to plan. (Always reply in a professional tone)
- **Issue a Public Statement:** If the negative comments or bullying are gaining traction on another social media platform and cannot be removed, consider issuing a public statement addressing the situation. Use this opportunity to reaffirm your commitment to respectful communication and address any misinformation or misunderstandings.
- **Engage Supporters:** Encourage your loyal customers or followers to share their positive experiences with your business or testimonials Their support can help drown out the negative voices and showcase the positive aspects of your business or brand.
- **Focus on Building Relationships:** Use the opportunity to engage with your audience in a meaningful way and build relationships. Respond thoughtfully to criticism. By demonstrating transparency and authenticity, you can turn negative experiences into opportunities for growth and relationship-building, sometimes negative exposure as hard as it is can be turned around into positive exposure as your potential clients see you acting and answering in a professional manner.

While removing comments may not be an option on certain platforms, these strategies can help your business navigate and mitigate the impact of negative comments or bullying effectively. Alternatively we have a fabulous business community that is willing to lend an ear or advice.