


# Handling Negative Feedback Online: Strategies for your Library

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## AGENDA

- ▶ When the Love is Gone
- ▶ Not Everybody Plays Nice: The Four Types
- ▶ Talking Trolls
- ▶ The Big Take-Aways

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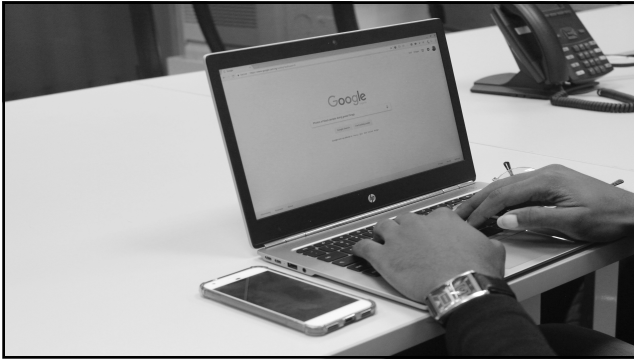
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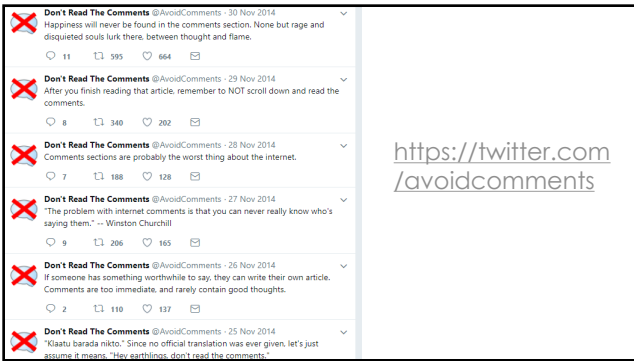
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Removing  
anonymity **doesn't**  
help




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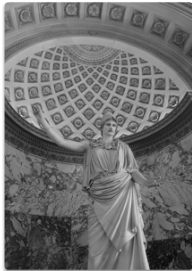
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"All negative  
comments are  
bad."

**MYTH**




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<https://medium.com/convince-and-convert/5-social-media-customer-service-stats-you-must-know-19040b50fe4>

- ▶ One-third of all customer complaints are never answered, most of them are in social
- ▶ Answering a complaint increases customer advocacy by as much as 25%
- ▶ Not answering a complaint decreases customer advocacy by as much as 50%
- ▶ Forty percent of customers who complain in social expect a response within one hour
- ▶ Sixty-three percent of consumers are satisfied with response time in social media

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“...the ire you direct at the customer that DARED to slam you in a blog comment is wholly misplaced. The customers that take you to task in social media aren't the ones you need to worry about. It's the customers that don't care enough to even complain—or have forgotten you entirely—that are truly dangerous to your corporate well-being.”

Jay Baer

<http://www.convinceandconvert.com/social-crm/you-are-pissed-off-at-the-wrong-guy>

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Now what?




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Do NOT delete!

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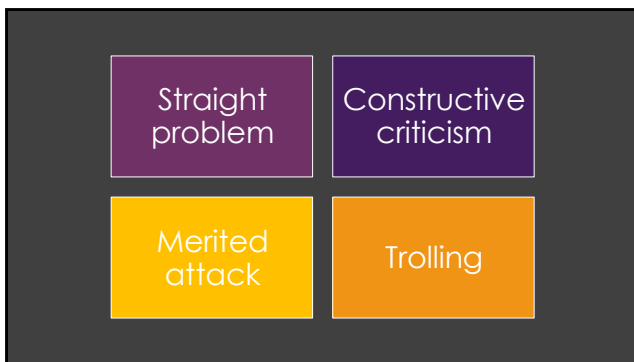
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"The self-check machine would be better if it were a lot closer to the front door."

CONSTRUCTIVE  
CRITICISM

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"Front desk worker at the library was a total b\*tch. I'm never going back."

MERITED ATTACK

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"Libraries suck. I've got Google and Netflix. Why should my taxes pay for an outdated institution?"

TROLLING

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“ We're sorry that the self-check machine's location was a problem. ”

Show empathy

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NEXT:

Is it **CONSISTENT**? Is it **REALISTIC**?

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“ While we can't move the self-check machine (no electrical outlets by the building's front door!), any of our staff would be happy to check your books out for you. Or, if you have a smartphone, you can also use the library's mobile app to check items out from anywhere in the building. ”

Offer a solution

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“ The next time you're in, ask for Mary. She can show you how to download and use the app to check out. ”

Connect them to a real person

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“If you still need help, please give Mary a call at (555) 555-5555 or email at [mary@examplelibrary.org](mailto:mary@examplelibrary.org). I've let her know about your situation.”

Allow for follow up

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The process of responding to negative comments (not trolls):



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What about negative reviews?




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People don't read  
online reviews

MYTH




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4 steps to handling a negative review

1. Acknowledge and apologize
2. Tactfully promote a positive image of your library
3. Be authentic and personal
4. Take it offline

<https://www.fundera.com/blog/dealing-with-negative-online-reviews>

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What about bad info?

"We had a patron mad because we didn't accept credit cards. 3 staff people had to help her and explain our out of district fee. She was renewing her card so this wasn't new information. She posted on our Facebook page that we didn't help her, that her daughter couldn't check out books because WE don't take credit cards."

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MONITOR  
REVIEWS

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TALKING TROLLS

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What IS a troll?




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### 100 Plus Types and Examples of Internet Trolls

<https://darkpsychology.co/troll/>

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### Signs of a troll

- ▶ Trying to evoke an emotional response
- ▶ Entitlement
- ▶ Hyperbole
- ▶ Making it personal

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“

If you only respond to ass-hats,  
your life will soon be full of ass-  
hats.

”

NICOLE SULLIVAN

<https://lifehacker.com/5915498/if-you-respond-only-to-ass-hats-your-life-will-soon-be-full-of-ass-hats>


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Should you respond?

“#\$\$%! the library. Every time I've  
been in there people yell at me for  
using my cell phone. Never going  
back.”

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What about the scary troll?

- ▶ Racist, homophobic, misogynistic, etc. comments
- ▶ Threats of any kind
- ▶ Any other type of comment that violates TOS of the platform and/or the library's social media policy

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### Likely steps for scary trolls

REPORT

BLOCK/BAN

DELETE/HIDE

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### BIG TAKE-AWAYS

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### Remember:

Breathe, Empathize, Take responsibility,

Offer a solution, Follow up, Tell staff,

DFTT but you may be able to respond to the human part

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