

Handling Negative Feedback Online: Strategies for your Library

LAURA SOLOMON

MEANLAURA.COM

@LAURASOLOMON

An Infopeople webinar
March 8, 2018



Infopeople is dedicated to bringing you the best in practical library training and improving information access for the public by improving the skills of library workers. Infopeople, a grant project of the Califa Group, is supported in part by the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act administered in California by the State Librarian. This material is covered by [Creative Commons 4.0](#) Non-commercial Share Alike license. Any use of this material should credit the funding source.

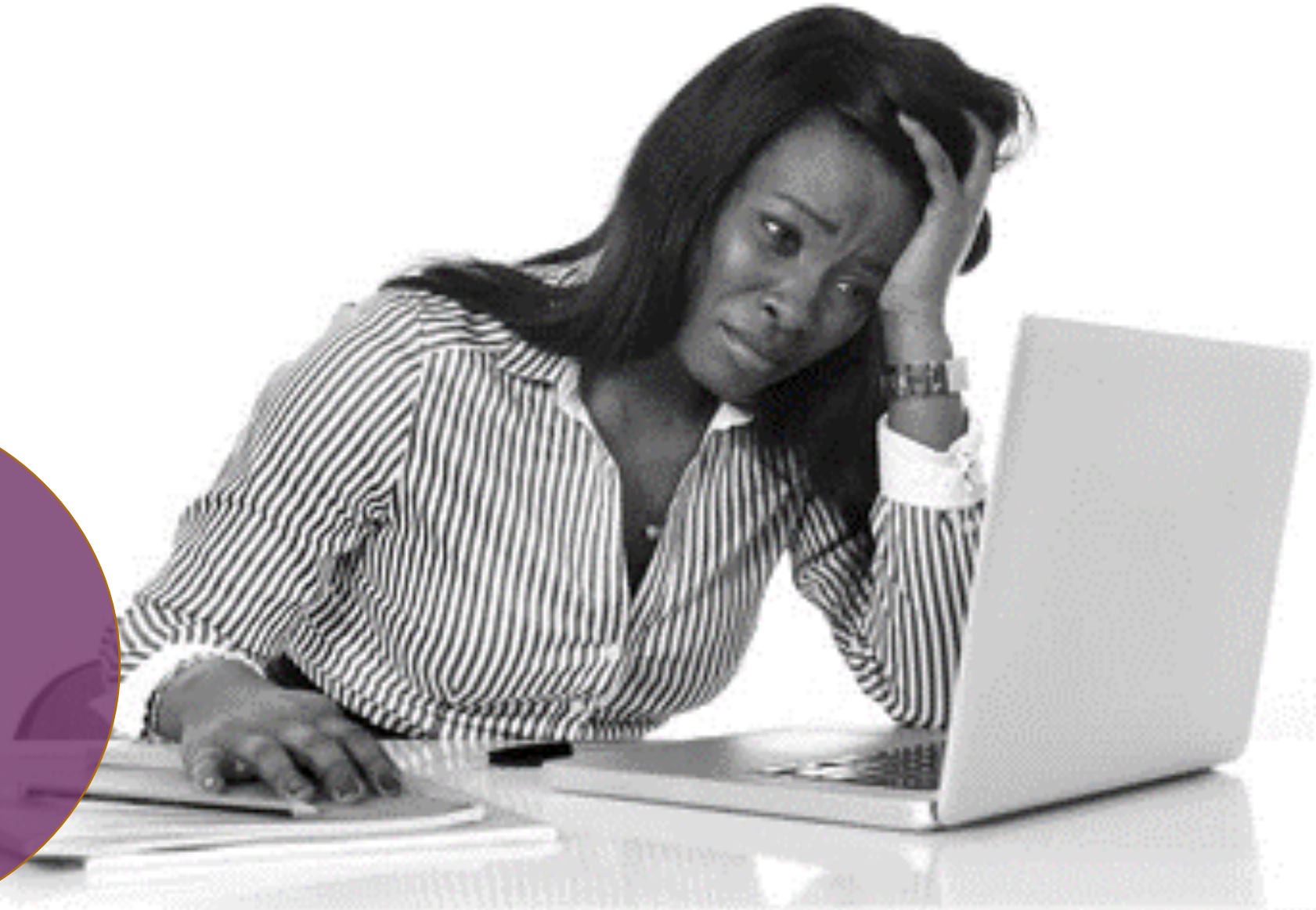
AGENDA

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



THEN

NOW





**NOT AN
OPTION**



They
happen to
EVERYONE





Don't Read The Comments @AvoidComments · 30 Nov 2014

Happiness will never be found in the comments section. None but rage and disquieted souls lurk there, between thought and flame.

11 595 664



Don't Read The Comments @AvoidComments · 29 Nov 2014

After you finish reading that article, remember to NOT scroll down and read the comments.

8 340 202



Don't Read The Comments @AvoidComments · 28 Nov 2014

Comments sections are probably the worst thing about the internet.

7 188 128



Don't Read The Comments @AvoidComments · 27 Nov 2014

"The problem with internet comments is that you can never really know who's saying them." -- Winston Churchill

9 206 165



Don't Read The Comments @AvoidComments · 26 Nov 2014

If someone has something worthwhile to say, they can write their own article. Comments are too immediate, and rarely contain good thoughts.

2 110 137



Don't Read The Comments @AvoidComments · 25 Nov 2014

"Klaatu barada nikto." Since no official translation was ever given, let's just assume it means, "Hey earthlings, don't read the comments."

<https://twitter.com/avoidcomments>

You've
gotta
READ

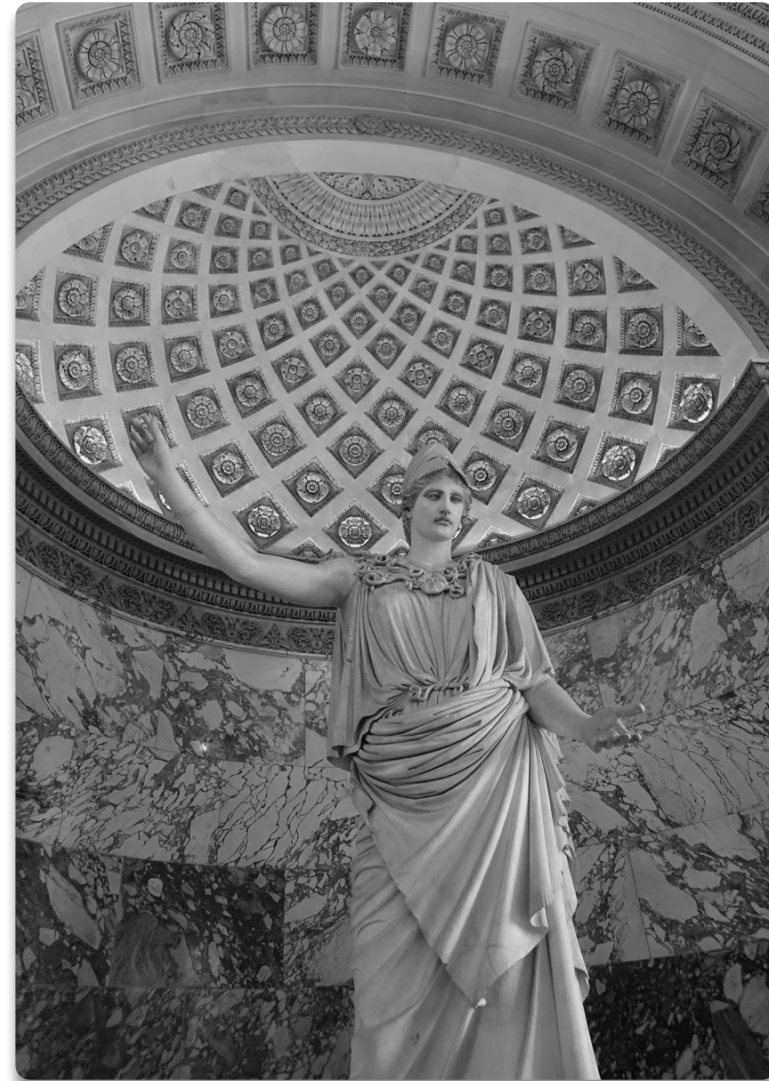


Removing
anonymity **doesn't**
help



“All negative
comments are
bad.”

MYTH



<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

NOT EVERYBODY PLAYS NICE





Operating
out of
FEAR?

A black and white photograph of a middle-aged man with glasses, wearing a suit jacket over a dark shirt. He is holding a telephone receiver to his ear with his left hand and pointing his right index finger upwards with his right hand. His mouth is wide open in a shout or yell. The background is dark and out of focus.

This ISN'T
new

“...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>

Now what?





Do NOT delete!

INSERT

DEEP BREATH

HERE

Straight
problem

Constructive
criticism

Merited
attack

Trolling

“The woman at the check-out desk was really rude to me when I asked for help.”

STRAIGHT PROBLEM

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

CONSTRUCTIVE
CRITICISM

“Front desk
worker at
the library
was a total
b*tch. I’m
never
going
back.”

MERITED ATTACK

“Libraries suck. I’ve got Google and Netflix. Why should my taxes pay for an outdated institution?”

TROLLING

WHAT TO DO?





THE #1 RULE



TIME
matters

A black and white photograph of a large, crowded indoor event space, possibly a convention hall or a large hall. In the foreground, a microphone is prominently displayed, its mesh grille clearly visible. The background is filled with many people, some standing and some sitting at tables, all slightly out of focus. The ceiling is high with visible structural beams and numerous bright, rectangular light fixtures. A purple circular graphic is overlaid on the left side of the image, containing the text "Respond in PUBLIC".

Respond
in
PUBLIC



VALIDATE
FEELINGS

“

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

”

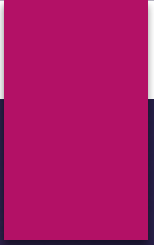
Show empathy



NEXT:

Is it **CONSISTENT**?

Is it **REALISTIC**?



“ 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



“

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

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

Allow for follow up

TELL STAFF



Loft with Open Floor Plan and Kitchen

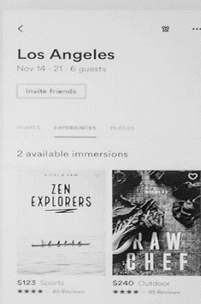
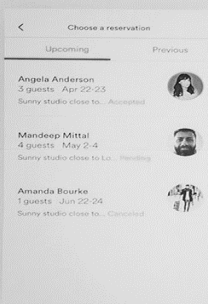
Entire home
Hosted by Genie

4 guests 2 rooms 2 beds 1.5 bath

About this home

\$150 per person
★★★★☆ 45 Reviews

Book



Pop-up Restaurant Tour

3 hour food and drink experience
Hosted by Pacific

\$85 per person
★★★★☆ 45 Reviews

Book now

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



What about negative reviews?



People don't read
online reviews

MYTH



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>

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.”



MONITOR REVIEWS

TALKING TROLLS



What IS a troll?



100 Plus Types and Examples of Internet Trolls

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

Signs of a troll

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

“

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>



Should you respond?

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

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

Likely steps for scary trolls

REPORT

BLOCK/BAN

DELETE/HIDE

BIG TAKE-AWAYS

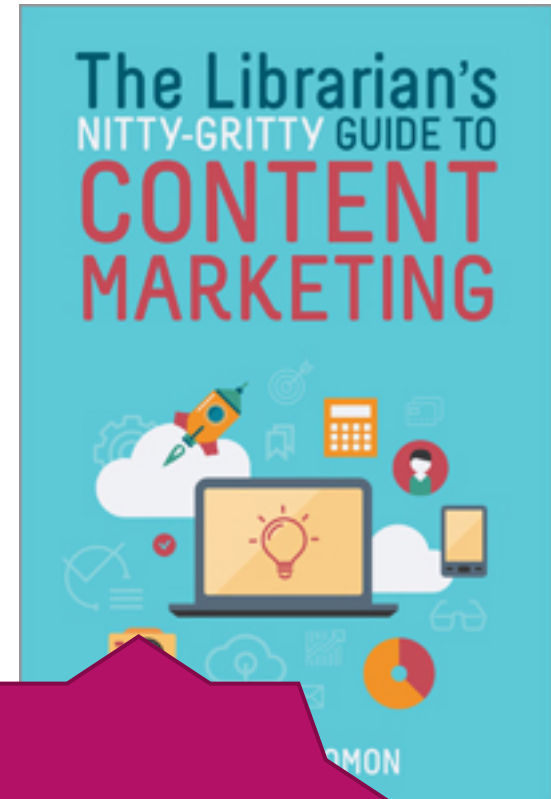
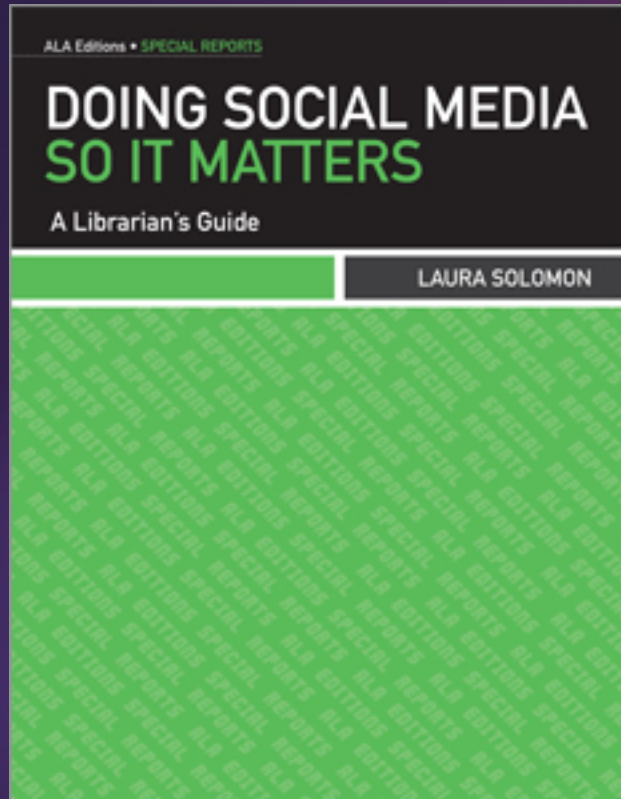


Remember:

Breathe. Empathize. Take responsibility.

Offer a solution. Follow up. Tell staff.

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



NEW!

QUESTIONS?

Laura Solomon

@laurasolomon

laura@designforthelittleguy.com

Meanlaura.com

