Handling Negative Feedback Online:
Strategies for your Library

LAURA SOLOMON

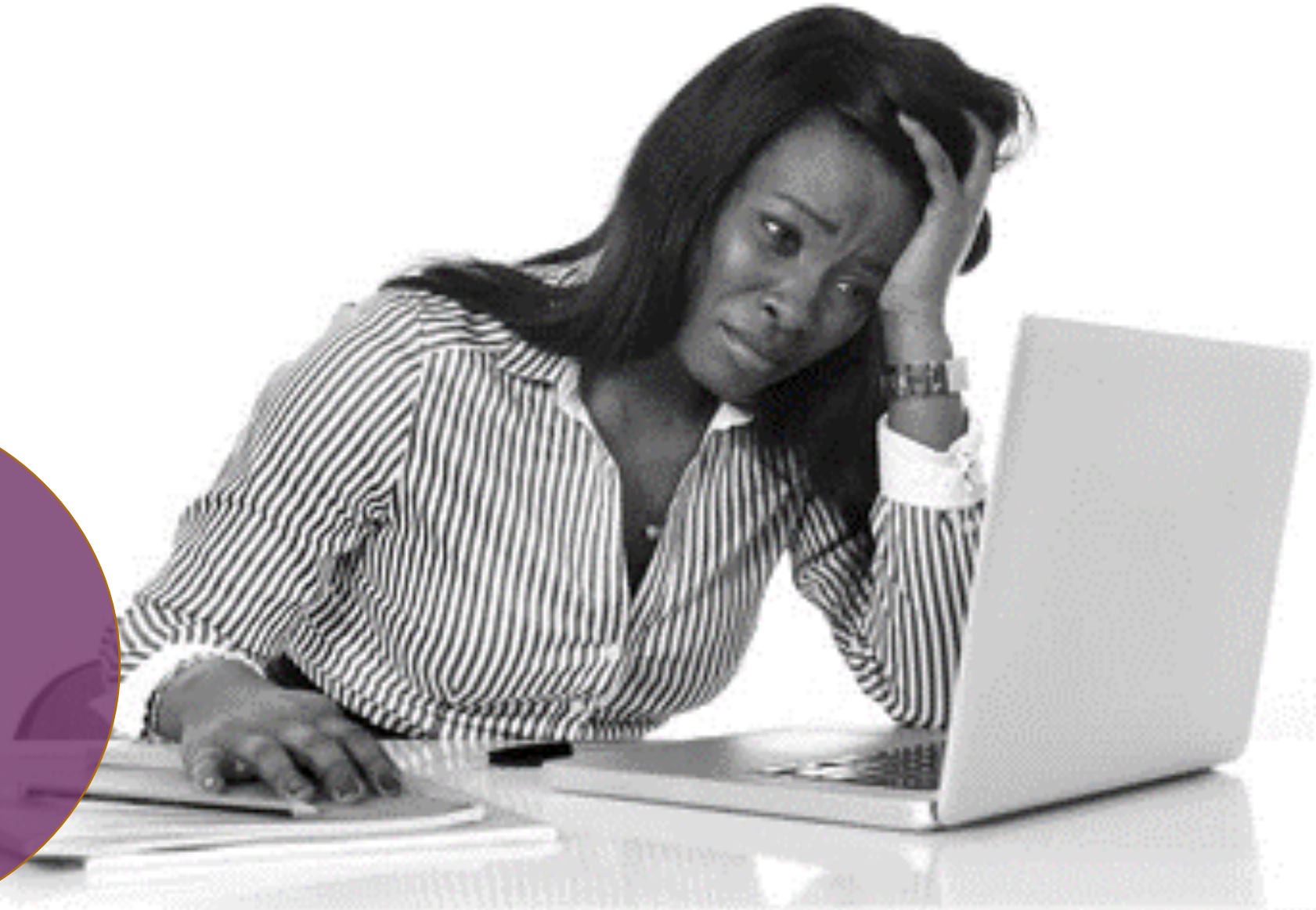MEANLAURA.COM

@LAURASOLOMON

An Infopeople webinar
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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

Google

Photos of black people doing great things

Google Search   I'm Feeling Lucky

Google.com.ng offered in: Hausa Igbo Edo roruba Pidgin

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."
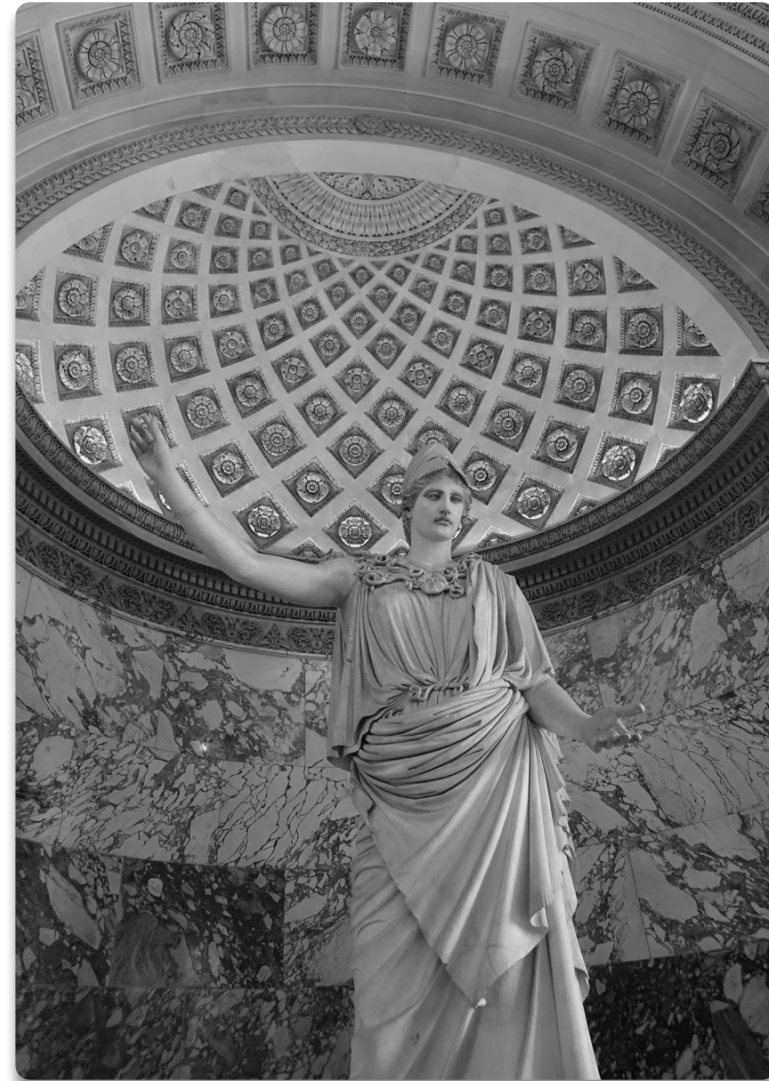
https://twitter.com/avoidcomments

You've gotta **READ**

Removing anonymity doesn't help

"All negative comments are bad."

MYTH

▶ **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?

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

Now what?

Do NOT delete!

INSERT

DEEP BREATH

HERE

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

STRAIGHT PROBLEM

"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

Respond in PUBLIC

VALIDATE
FEELINGS

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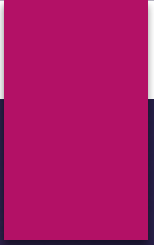
Show empathy

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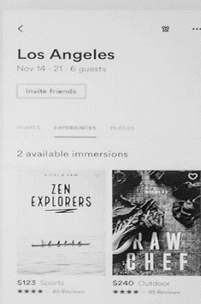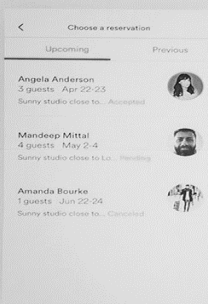
The process of responding to negative comments (not trolls):

Be timely ▸ **Validate feelings** ▸ **Offer a solution** ▸ **Connect them** ▸ **Follow up** ▸ **Tell staff**

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

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

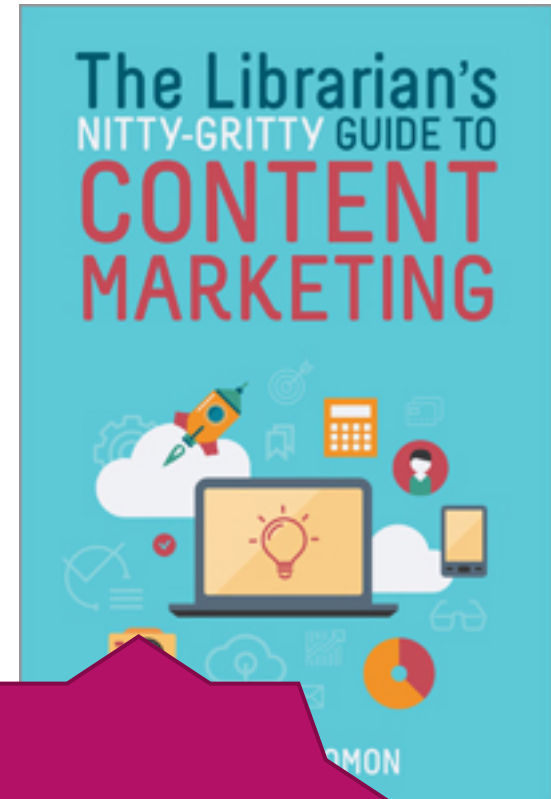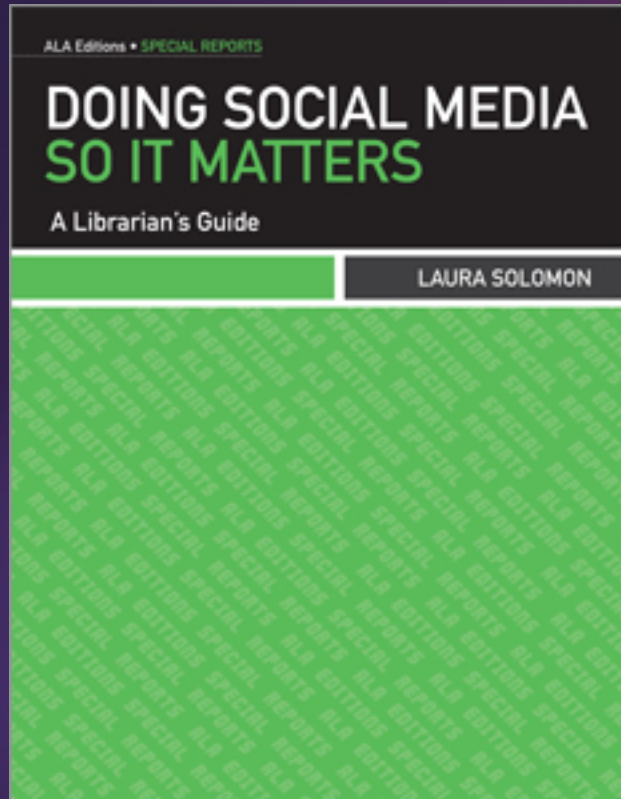# Remember:

Breathe. Empathize. Take responsibility.

Offer a solution. Follow up. Tell staff.

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

QUESTIONS?

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