Handling Negative Feedback Online: Strategies for your Library

LAURA SOLOMON
MEANLAURA.COM
@LAURASOLOMON

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AGENDA

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

Don’t Read The Comments @AvoidComments · 29 Nov 2014
After you finish reading that article, remember to NOT scroll down and read the comments.

Don’t Read The Comments @AvoidComments · 28 Nov 2014
Comments sections are probably the worst thing about the internet.

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

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.

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."
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 media.

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

http://www.convinceandconvert.com/social-crm/you-are-pissed-off-at-the-wrong-guy
Now what?
INSERT
DEEP BREATHE
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.”
“The self-check machine would be better if it were a lot closer to the front door.”
“Front desk worker at the library was a total b*tch. I’m never going back.”
“Libraries suck. I’ve got Google and Netflix. Why should my taxes pay for an outdated institution?”
WHAT TO DO?
THE #1 RULE
TIME matters
Respond in PUBLIC
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.
“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.
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
“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.”
What IS a 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

“#$%@! 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?

Laura Solomon
@laurasolomon
laura@designforthelittleguy.com
Meanlaura.com