

# SOCIAL MEDIA CUSTOMER SERVICE & ENGAGEMENT

Transform how you interact with your audience  
and build lasting relationships.

MellowBrew  
MARKETING



**Are you using social media  
strategies for customer service?**



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**76%** of consumers value how quickly a brand can respond to their needs, with nearly **70%** expecting a response within 24 hours or less.

[sproutsocial.com](https://sproutsocial.com)

**65%** of customers have changed to a different brand because of a poor experience.

[helpscout.com](https://helpscout.com)

**Great service = loyalty & trust**



How we'll fill your cup today:





# How we'll fill your cup today:

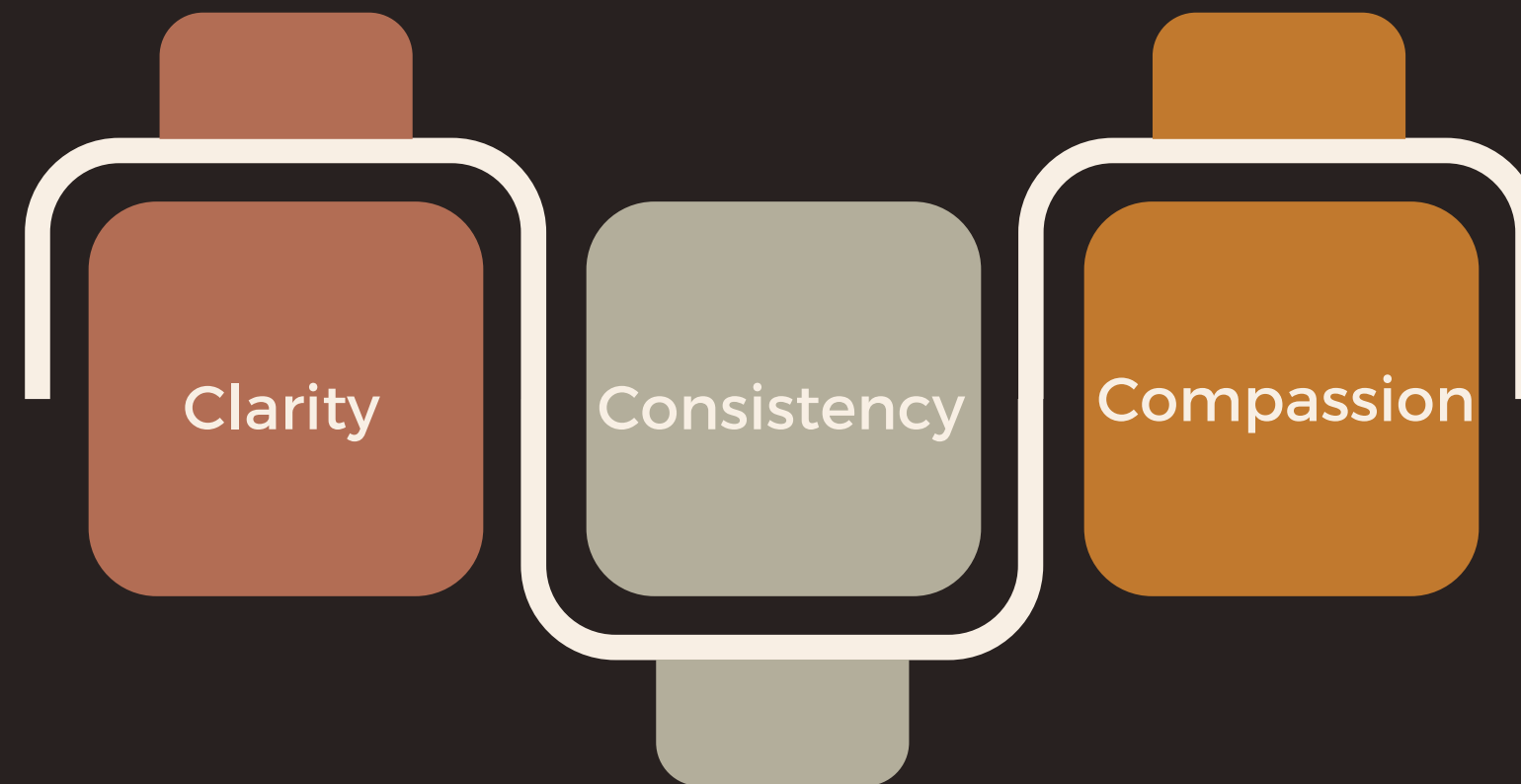
1. EFFECTIVE COMMUNICATION
2. HANDLING NEGATIVE FEEDBACK
3. ENGAGEMENT STRATEGIES



# **Best Practices for Social Media Customer Service**



# The 3Cs of Great Service



# Response Time & Balancing Professionalism with Personality

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- Aim for under 1 hour on platforms like Threads/X & Facebook
- Set clear expectations (auto-replies, office hours)
- Avoid robotic replies
- Use brand voice but stay customer-focused.

# **Handling Negative Feedback & Crisis Response**



# **DON'T DELETE—RESPOND!**

- **Acknowledge the issue publicly.**
- **Take it offline for detailed resolution.**
- **Follow up to show accountability**

## **Common Mistakes to Avoid**

- **Ignoring complaints.**
- **Over-apologizing without action.**
- **Responding emotionally.**

# Engagement as a Trust & Loyalty Builder

It's Not Just About Fixing Problems—Be Proactive!

- **Ask open-ended questions.**
- **Share user-generated content.**
- **Create polls & interactive posts.**

**Measuring success: Key Metrics: Response rate, sentiment analysis, engagement levels.**  
**Tools to Help: Sprout Social, Hootsuite, Meta Business Suite.**

# Scenario 1:

## The DelayedOrder Complaint

**"I placed my order TWO WEEKS ago and still haven't received it! This is ridiculous. What kind of business are you running?! 😡  
#BadService"**

# **Scenario 1:**

## **The DelayedOrder Complaint**

### **What to Include in the Response:**

- **Empathy & acknowledgment.**
- **A clear next step (DM for details, update on status).**
- **A solution or estimated resolution time.**

# **Scenario 2:**

## **The Product or Service Didn't Meet Expectations**

**"I just tried your new [product/service] and I have to say I'm really disappointed. It didn't work as expected, and honestly, I feel like I wasted my money."**

# **Scenario 2:**

## **The Product or Service Didn't Meet Expectations**

### **What to Include in the Response:**

- **Apologize for their experience without taking full blame (unless necessary).**
- **Offer a solution (replacement, refund, troubleshooting).**
- **Move to private messaging for further assistance if needed.**

# Scenario 3:

## The Angry Customer Making a Scene

**"Wow, worst experience ever! You guys just lost a customer for LIFE. Everyone beware—this company is a scam!! 🤬"**

# **Scenario 3:**

## **The Angry Customer Making a Scene**

### **What to Include in the Response:**

- **A calm, professional tone.**
- **Ask for details to understand the issue.**
- **Offer to resolve it privately while showing concern publicly.**

# Scenario 4:

## The Unexpected Shoutout

**"Wow! Just got the BEST customer service from @YourBrand.  
You guys are amazing! 🙌🙌❤️"**

# **Scenario 4:**

## **The Unexpected Shoutout**

### **What to Include in the Response:**

- **A warm, appreciative reply.**
- **A share/reshare of their post.**
- **An invitation to keep engaging (e.g., "We're so glad you loved it! Anything else we can do for you?").**



# An Exercise to Get You Started

# 1: Rate Your Current Social Media Customer Service

On a scale of 1 to 5 (1 = Needs Improvement, 5 = Excellent), rate your social media customer service in the following areas:

## Category

1. Response time to customer inquiries & complaints
2. Friendliness & professionalism in responses
3. Consistency in brand voice & tone
4. Handling negative feedback constructively
5. Proactively engaging with customers (not just responding)
6. Encouraging & amplifying user-generated content
7. Using tools/automation effectively without losing the human touch

# 2: Reflection Questions

1. What's your strongest area? Where do you excel?
2. Which area do you struggle with the most? Why?
3. Have you received direct feedback (positive or negative) on your social media customer service?
4. If a customer was unhappy with your response, what would they say?
5. How do you currently measure your customer service performance on social media?

# 3: Action Plan

Choose ONE area you rated 3 or lower and set a small improvement goal for the next month. Example:

- Low response time? → Set up notifications & aim for responses within 2 hours.
- Lack of engagement? → Start a weekly "Ask Me Anything" post or Q&A session.

**Thanks for joining me!**

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