

# COMMENTS & CRITICISM ON SOCIAL MEDIA

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# DEBUNKING THE BLOGGER IN THE BASEMENT MYTH

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# DELETE, DEFUSE OR DISCUSS

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# DELETE

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- Your Facebook page is your own. You can decide what is on it.
- Decide where you draw the line and what constitutes deletion. And then be consistent.
- If you notice someone is consistently being deleted, take the next step and just ban them from the page. The function exists for a reason – be judicious and use it.

# DEFUSE

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- Humans are more likely to write when they're upset than when they're happy. It's just human nature.
- Break the cycle and be the bigger person.
- If you're calm and cool when you respond, you may find they've calmed down as well.
- This is the most difficult method. It requires an advanced communication skills.

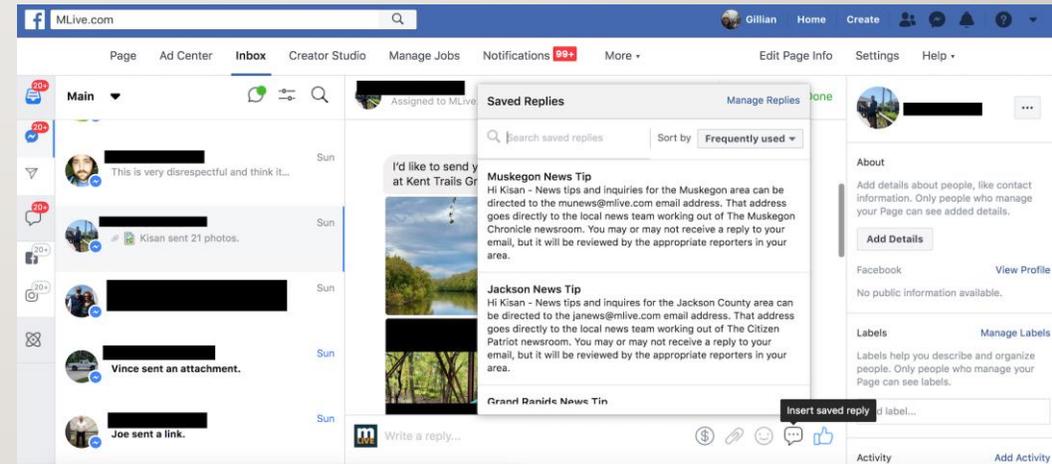
# DISCUSS

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- This is the simplest way to interact and will go a long way toward establishing credibility
- Informing the public is a worthwhile public service
- Correcting misinformation will often keep threads from going off the rails

# PAYING ATTENTION

- Who is paying attention to your page?
- Do you have a dedicated person who watches the community, reads the comments and checks the inbox?
- Do you have standard practice for responding?



# PURPOSE & ACCEPTANCE

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- What kind of page are you and why are you there?
- It really is just Facebook.
- Acceptance of the internet and a choice to be better.