Trolls, Haters and Nasty Posts

Webinar Review by Mishel Chavoulski, BPRM

How to tone down trash talk on your social media?

- They start off by comparing the differences between a highly regulated industries and private sector industries

- How does Social Media affect highly regulated Industries?

❖ One difference is there's no choice, as there is in private sector industries.

❖ Most programs provided by legal, or governmental organizations are mandatory.

❖ Deliver certain programs that people might not be fond of, and they necessarily don't have a choice.

❖ Programs are delivered sometimes in opposition.

❖ Social Media allows us to tell our story, directly to the stakeholders.

Having a Game Plan – The Importance of a Game Plan

- Identity—Identify your page, determine where it shall be, and create a business account.

- If you're a public figure, it's important to have a corporate or business page for yourself. This allows public figures to keep their personal and professional life separate.

- Corporate accounts for employees, allow staff to have access to the corporate page, as well as be in the loop of things when something critical occurs.

Having a Game Plan – The Importance of a Game Plan . (Part II)

Setting up your page

❖ Allow interactive posts.

❖ Make the right choice, when it comes to the activity of users. As this will determine what control you have over your brands or organizations page.

❖ Create ground rules

❖ Set up reminders to check ground rules prior to commenting or posting on your page, and pin them to the top of the page.

❖ Set expectations of when employees are active.

❖ Provide an alternative way of contact, if it's urgent.

❖ Utilize auto-reply, outside of business hours.

What does proactive engagement look like?

- A quote that was provided in the webinar, that resonated well in regards to what it means to be proactive is:

"If your people aren't informed by you, there's a good chance they'll be misinformed by others." – Powerful— Building a Culture of Freedom and Responsibility. Patty McCord

- Owning it, meaning being active on your sites.

- People are having conversations on other sites, therefore you should follow other sites and respond to others.

- Communities are most likely talking about you already, so why not have them talk with you?

- This will allow you to manage the conversation you're having, and allow you to tell your story.

- Proactive engagement is to be able to engage with your audience, and provide information as well answer questions or concerns.

- It's important to carefully tell your story and provide the messages you want to provide as an organization.

What does proactive engagement look like?

Post for information and engagement

- Make it relevant, make a YOU message. (post activities, etc.)

- It's a two-way conversation and if you're unsure of a social media post it's always great to get a second opinion.

- It's important to set a tone as well, to get people to engage and to get people to understand.

- Look at your demographics when creating a message, sometimes you're required to revaluate what you wrote, to ensure that it lands somewhat well with the audience.

- Think about providing visuals when you're posting on your page, as it instantly increases engagement by 120%.

- There's a 135% increase in engagement when there's a video over a photo.

City of Fort St John
@fortstjohn

Snow: it's not our fault. It just falls from the sky and we keep plowing and plowing but it keeps falling. So please drive safe. #yxj

10:27 AM - 14 Nov 2017

2 Retweets   10 Likes

City of Fort St. John   Like Page   ...
Published by Julie Rogers [?] · November 17 at 3:12pm ·
Fort Saint John ·

We heard you:
· Do not plow the roads at night, it's too noisy
· Do not plow the roads during the day, the trucks are in your way
· Do not plow the snow to the side of the road
· Do not plow the snow to the middle of the road
· Do not clear sidewalks before roads
· Do not clear the roads before the sidewalks
· Just give all the roads one quick pass
· You only gave my road one quick pass – when will you finish it?
· Do not plow main roads before residential roads
· Do not drive the trucks so slow
· Do not go so fast that snow blocks driveways
· Hire contractors to help (PS: we do)
Thank you for your input. We will continue to follow best practices and our Council policy. We currently have four graders and three plow trucks with sand working on our roads 24 hours a day. And we have 4 snow blowers, 2 loaders, 1 backhoe, 1 bulldozer, 1 tractor loader, 1 bedirectional tractor, skid steers, 1 toolcat and 3 sidewalk machines that get put to work for specific jobs. If you would like to help, do not throw your driveway snow onto the roads and maybe help your neighbours shovel their walks when you finish your own. We are all managing this unusual dump of snow the best we can so please be nice. We are in this together.

✓ **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

👥 57170 people reached   Boost Post

57,170 People Reached

2,683 Reactions, Comments & Shares

1,386 Like	780 On Post	606 On Shares
115 Love	82 On Post	33 On Shares
372 Haha	233 On Post	139 On Shares
5 Wow	2 On Post	3 On Shares
2 Angry	1 On Post	1 On Shares
568 Comments	405 On Post	163 On Shares
241 Shares	237 On Post	4 On Shares

16,638 Post Clicks

1 Photo Views	2 Link Clicks	16,635 Other Clicks

NEGATIVE FEEDBACK
22 Hide Post   4 Hide All Posts
0 Report as Spam   0 Unlike Page

Post for information and engagement

What does proactive engagement look like?

Share

- It's important to share, like, retweet and tag posts that are affiliated with your brand or organization.

- This allows you to keep the key messages consistent, and always try and link back to your website.

Brand Voice

In the video, they discussed creating a corporate or council orientation.

- The reason why this was recommended was due to:

- Going over the basics

- Creating a tone

- Understanding how they can support our page and organization

- Learning how to share

- Learning how to stop tagging employees on the weekend

Monitor

- It's important to check your insights and find out who's posting, and who's talking.

What does reactive engagement look like?

Managing the Message

- Find out the what (question, complaint, misinformation, rant)

- If it's a question, answer it.

- If it's a complaint, fix it (and apologize).

- If it's misinformation, correct it.

- If it's a rant, ignore it. (This depends.)

- Once the message has been identified, asses it.

- Doing nothing is an option, but if it's something slanderous about an employee, you must address it.

- If responding to complaints, or rants, it's important to be strategic.

What does reactive engagement look like?

What to do?

- Option 1: Do nothing but monitor

- Option 2: Do something: Craft your Message

- Look at the messages from the audience's perspective.

- On social media, empathy is crucial!

Questions

- What are your thoughts on the methods, and suggestions provided, do you think that this will prevent hate comments, and trolls?

- Do you believe that doing nothing is an option, in regards to trolls or haters? (Some business, and influencer profiles tend to curate what is seen on their social media, therefore they tend to delete negative comments, or posts that can potentially ruin their image.)