



## **Customer Service and Managing Negative Comments on Social Media**

### **▪ Overview**

Our half day, tailored course is designed to help you anticipate, recognise and respond to any negative social media engagement.

By investigating good practice, and using real life scenarios, we'll take you through the process needed to help you protect your organisation's reputation and increase your confidence in dealing positively with these comments.

Your training will be led by our CEO, Karen Ainley, a former print, radio and TV journalist with a Masters Degree in digital Marketing.

### **▪ Programme**

- Introduction
- Your current social media activity
- Exercise: Recognising an issue vs a crisis
- Case studies
- Exercise: Social media response, based on scenario
- Customer service in your social media protocol, plan or strategy
- Good practice

### **Mosaic Media & Marketing Training**

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