



## Social Media Support Strategy From

Creating a social media support strategy can be a daunting task, but we're here to help you get started. Check out the 5 critical components of a social media customer support strategy below.

### Determining Which Social Channels to Use

Some companies believe that social support means engaging every channel. Others believe it means only using the channels they *want* their customers to use. Neither concept is true.

Before adding social to their omnichannel support, your organization's choice of social channels has to be 100% customer driven. The best way to know where your customers are is to examine each social channel and understand the social patterns of your customers. Where do you get the most mentions involving product or support questions? Instagram? Twitter? both? Congregate this data into a central document to get a full picture.

### Proactively Prepare a Response Strategy for Major Events and Most Common Issues

Most companies have a crisis communication plan in place to counter possible, high-impact events, like a listeria outbreak for a food company, a breach at a tech company, a plane crash at a transportation company, the death of a visible CEO. It's a matter of brand preservation.


Before launching social support, customer care and marketing organizations should work with the public relations team to create a detailed scenario management plan for social. If the company is new, or doesn't have an established customer support organization, the team should also try to project what the most common social support issues could be, and create a plan for how to deal with these.

If the organization *does* have a support organization in place, the team can identify the most common reasons people inquire based on historical data, as well as the current response strategy in other channels. Then, clearly define how to translate this response into social.

### Map Current Support Business Rules to Social

Although the business rules for social support should replicate those for other channels, the response path will likely be different. Before launching social,





companies should look closely at the rules and response mechanisms for voice and chat, and determine how the response to each should be handled in social.

Many companies choose to keep things very simple when they first add social support, then refine the response process as they go. One very-low-risk strategy is to simply provide an immediate response that says that we're here to help, we've opened a ticket and customer service will be in contact with you shortly.

Companies can also offer a call back link that not only puts the customers in the phone queue for a callback, which prevents anxiety for those who don't want to wait for contact, and at the same time, ensures they won't waste time on hold.

### **Consider Unique Support Handles**

Traditionally, social media falls under the marketing umbrella, as this area typically generates the social content. And, some of the messages that come through the social channel will be more appropriate for marketing than customer support.

Instead of trying to effectively route consumers who post on social to the right department, companies should consider creating a separate social handle for customer support. That way, consumers will be helped promptly, as organizations won't have to funnel through every comment to determine the most appropriate department respond to each post.

### **Continue to Refine the Social Response Strategy**

While it is important to set strategy and plan at the onset, the initial strategy is never a "one and done" proposition. As the channel, technology and customer needs change, companies will have to revisit the original plan to keep it relevant. The strategy has to evolve as social media, use of its channels and the technology around it continues to transform.

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