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# DO'S AND DON'TS OF USING SOCIAL MEDIA AS A TOOL FOR CUSTOMER SERVICE

Article from [Revalsys Technologies](#)

This article explains about  
the dos and don'ts of using  
social media as a tool

In this online world, internet allows business of any size to connect with their customers quickly through mobile devices and computers. Used by millions of active users on a monthly basis, social media is a great platform for marketers these days. With customer service expectations rising day by day, consumers look for seamless experience. Because of its ease of interaction, immediacy and low cost, social media is one of the primary methods through which brands connect with their present and potential customers. In fact, it is an ideal platform for businesses to offer customer service.

However, there are certain things that need to be taken care of while using social media as a platform for customer service. Find below some of the important do's and don'ts which will help you to enjoy the benefits of social media as a customer service platform:

### **Do's**

- **Know your customers**

As the Facebook page is all about your business, it's not what all customers care about. They actually care about what your business can offer them. So, you should make sure that you post content that is relevant, which your customers can relate and keep them engaged.

- **Be active**

Social media is such a platform which requires you to remain active. But remaining too active by posting too much content may appear to be annoying. People can even stop following you.

- **Have a separate page for customer service**

By creating a separate page for customer service, you'll be able to address the queries of your customers more accurately and solve their problems quickly. You can later use the positive and learning experiences from the customer service page and convert those into user generated content for your social media business page.

- **Engage with your audience**

It's important to remain engaged with your audience. If you don't rely on your consumers' comments, it can make them frustrated and offer a bad image of your company. While responding to your customers' comments and questions, make sure to be professional and respond in a calm manner. Never get angry at your customers' comments as it will cause problems.

- **Follow set business hours**

For small-sized business, it may not be possible to provide 22\*7 assistance throughout the week. So, let your customers know when you are available so that they don't expect an immediate response from your side anytime.

### **Don'ts**

- **Don't ignore queries**

You must be aware of the term 'trolls'—a certain breed of internet users who aim at creating trouble for their own amusement. They can disturb you, as well. So, it's necessary to distinguish between this user group and the customers who are genuinely seeking help. No matter whatever be the complaint or questions, ensure that you reply to them.

- **Don't delete negative comment**

Deleting a post or comment which you think to have a bad reflection of your company is actually a bad customer service practice that some businesses do. Make sure that you don't delete any negative comment and take it as an opportunity to show your customers that you really care them by solving the issue and converting the spirit of the conversation. The time you take to solve negative issues can portray you as a company which can go extra miles to solve their customers' problem.

- **Don't use standard language**

While using social media for customer service, you should make sure that you don't use standard replies for all the queries of the same type. Doing so can irritate your customers. Follow some simple guidelines while replying to the queries and provide answers which will solve the customer's problem and make them satisfied. Don't just copy and paste the same answers everywhere.

- **Don't reply incorrectly**

If you're confused what to answer, then also don't provide incorrect or irrelevant answers. It's better to consult with your team and provide the accurate answer. Providing incorrect answer looks unprofessional and provides a bad effect on your brand image.



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