



THE ULTIMATE GUIDE TO

Managing Comments on Social Media

Learn how to moderate, respond and analyze comments

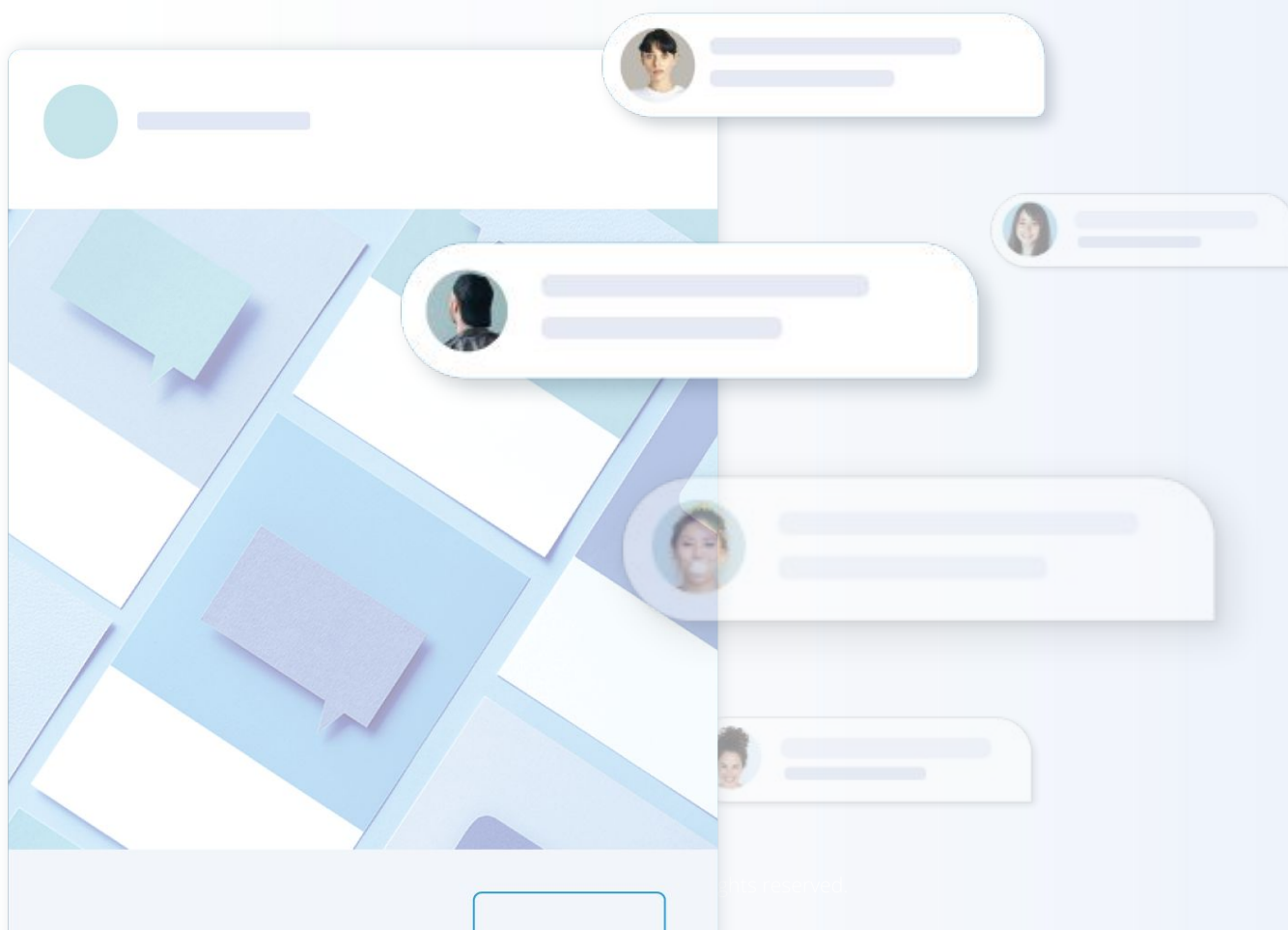


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INTRODUCTION

Social media has become an alternate universe – a world as real as the brick and mortar world. For brands, social media **provides an opportunity to reach new customers, drive sales, and engage with existing customers**. While brands have many advertising options to reach users on social media, they have far less control over the volume and type of social media comments that their ads receive. These comments become a part of the ad, shape viewers' perception, and can make or mar brands.

In our experience working with Fortune 500 companies and emerging disruptor brands, we have found that there are some key competencies brands need in order to manage social media comments effectively. Brands need to be able to detect, classify, assign, and take actions (such as hiding, replying, or escalating) on comments at scale in line with the business goals.

However, the effort required to manage massive amounts of social media comments tends to become humanly unmanageable for even the best in-house teams. When there are undetected and unattended comments, it leads to a poorer user experience for those viewing the ads, missed sales opportunities, and potential PR crises that can quickly escalate. In essence, leaving comments unattended puts your brand at a disadvantage, especially if your competitors have faster response times to social media comments.

CHAPTER 1 | MODERATION

Moderation: Why It's Essential and How to Do It

Harmful comments on social media

Some comments are considered universally harmful - comments that are racist, sexist, discriminatory, terrorizing, profane, inciteful, or hateful - and they are not the type of comments that should be surrounding your posts or ads.

The management strategy for universally harmful comments is simple - these should always be hidden. Regardless of your brand, your industry, or your target audience, these comments will always harm your brand, your community, and/or your sales.

71% of customers expect brands to manage communication (including social media comments) in real-time. A [report from Morning Consult](#) shows that an overwhelming 80% of users believe hate speech in all its forms (sexism, racism, and the other ugly forms of discrimination) should be removed from social media. A nearly equal 79% of users think content that inspires violence and discrimination should be removed, and 66% feel the same about content that is offensively sexual in nature.

“

Conversations among the members of your marketplace happen whether you like it or not. Good marketing encourages the right sort of conversations.

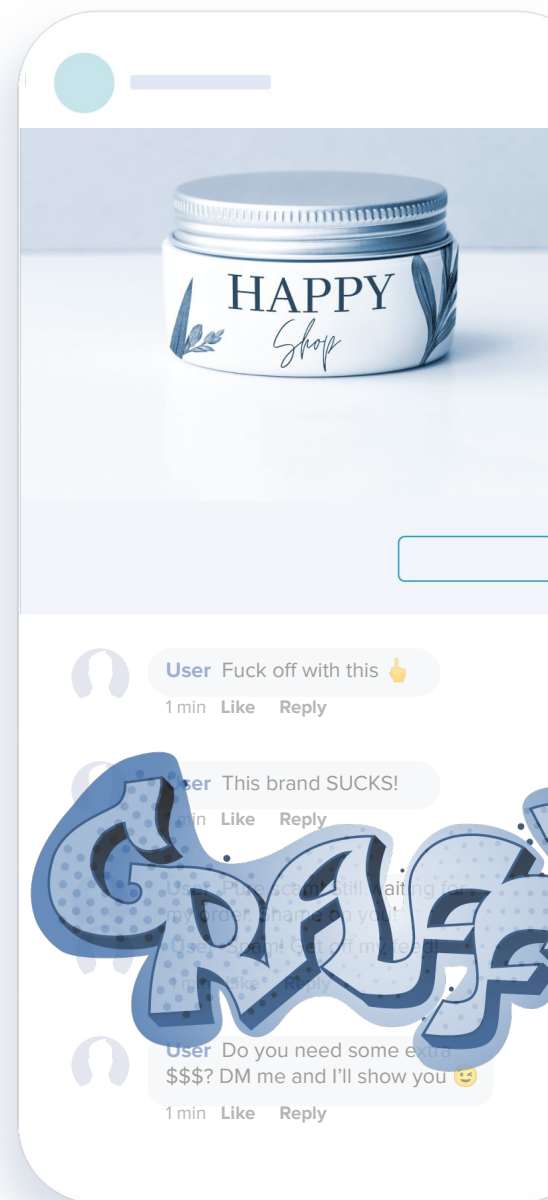
—Seth Godin



There's a chance that plug and play or rule-based moderation tools **won't detect many types of damaging comments such as sarcasm, competitor promotions, spam links, and unauthorized product sales** that haven't crossed the linguistic thresholds that the algorithms are trained to flag. However, next-gen moderation solutions that complement digital tools with human agents can offer a more comprehensive approach to managing harmful comments to ensure that your social media feed is a safe space.

You Can't Afford To Ignore Comments

Your social media comments feed can be found directly beneath or adjacent to both organic and paid content. This is oftentimes the first thing users see just before they engage or immediately after engaging with your content. In the same way that graffiti left on traditional billboards can influence how the copy on the billboard is perceived, social media comments are gradually becoming the digital equivalent of graffiti. However, unlike traditional graffiti that can only be removed or covered, the digital nature of social media comments provides brands with opportunities to react more effectively.



Moderation: Why It's Essential & How to Do It

The shift toward digital was at an all-time high in 2021, as brands recognized that consumers were browsing online more than ever.

With the increasing use of social media ads, brands and advertisers have become proficient in developing excellent ad creatives and copy, leveraging targeting and optimization tools in the adtech industry.

Let's dive into why moderation is essential:

1. Customers depend on social media for information
2. Comments influence buying decisions
3. You could be losing sales to competitors, and having your ad performance damaged by spam and trolling
4. Your community could be in danger
5. Your brand is associated with what it's surrounded by

Conversations impact conversions

Would you buy a stained shirt?

What's being said under your ads can influence purchasing decisions

CONVERSIONS

Brand Attack

User What a lame shirt. Stop with this s**t clothing!

Spam and Scam

User Looking for some extra \$\$? Click here: btr.ly/sCaM1

Brand Attack

User Don't waste money on this. IT'S TERRIBLE! 🙄

Competitor Mention

User You can get this cheaper here: www.competitor.com

Product Interest

User This looks amazing! Where can I buy it?

Brand We're very happy that you like it. You can find it here: www.clothingbrand.com

RESPOND

Fan Community

User Awesome! This is the best shirt brand ever.

ENGAGE

Spam and Scam

User Follow us for great discounts \$\$\$

HIDE

Customer Complaint

User My order was made weeks ago, still hasn't arrived!

Brand We're sorry to hear that. We sent you a PM to sort this out.

RESPOND

How to keep it clean...

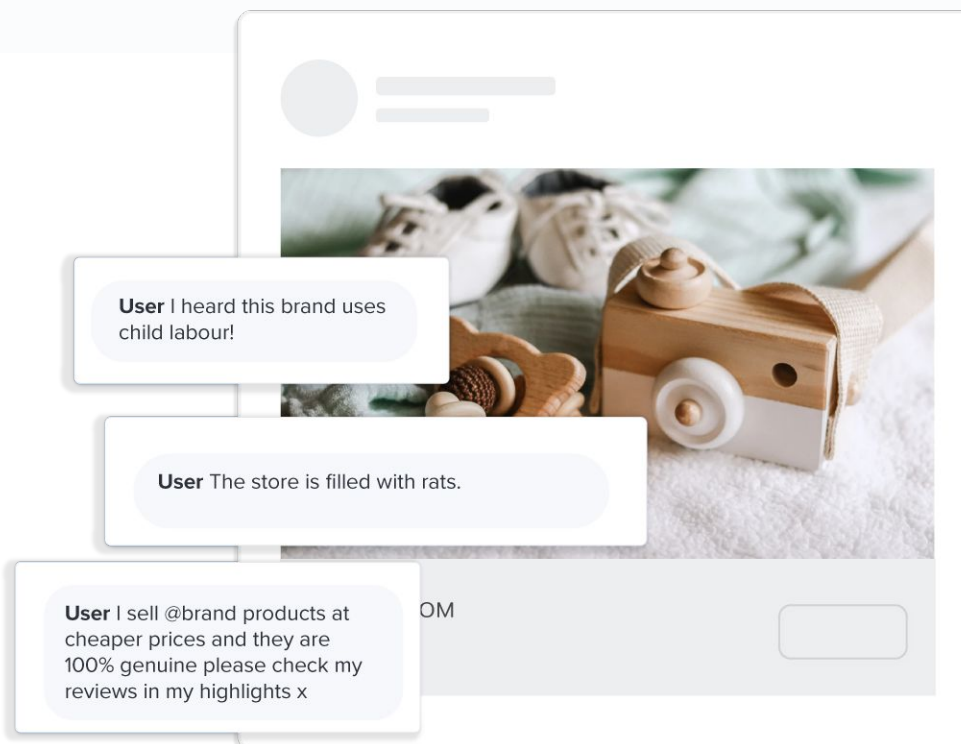
CHAPTER 1 | MODERATION: WHY IT'S ESSENTIAL

1. Customers depend on social media for information

Your brand must ensure it caters to its entire audience on social media by providing valuable information and by looking out for misinformation, such as false referral codes on user comments. It's important to moderate what is being said in your social setting, as it's the information your followers will absorb. Incorrect or misleading information provided by users on your account misrepresents your brand and could put your users in danger.

WHAT TO DO?

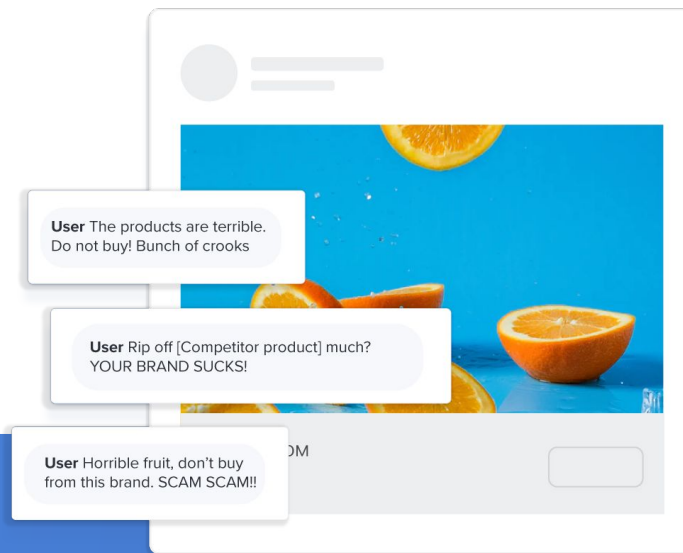
Remove misleading information in the comments section of your brand's social media pages. Brand impersonations, false referral codes, spam and scam threaten brand safety by creating negative brand associations, putting your brand's reputation and credibility at risk, and potentially putting your customers' personal information at risk.



2. Comments influence buying decisions

Even if you've optimized all the variables within your control to get the maximum possible ROAS, there's still the risk that user-generated comments under the ad will have an impact on how the ad ultimately performs. Unmanaged comments can lead to lower conversion rates and in the long run, erosion of brand equity.

A negative comment about your service that does not get a response could deter that customer. In fact, **86% of people will hesitate to buy from a brand that has negative comments** (Vendasta, 2019).



WHAT TO DO?

Remove brand attacks from your accounts | Ensure your customer service team is resolving and paying attention to client complaints and constructive feedback, but when it comes to unreasonable brand attacks and trolls, your brand should be protected.

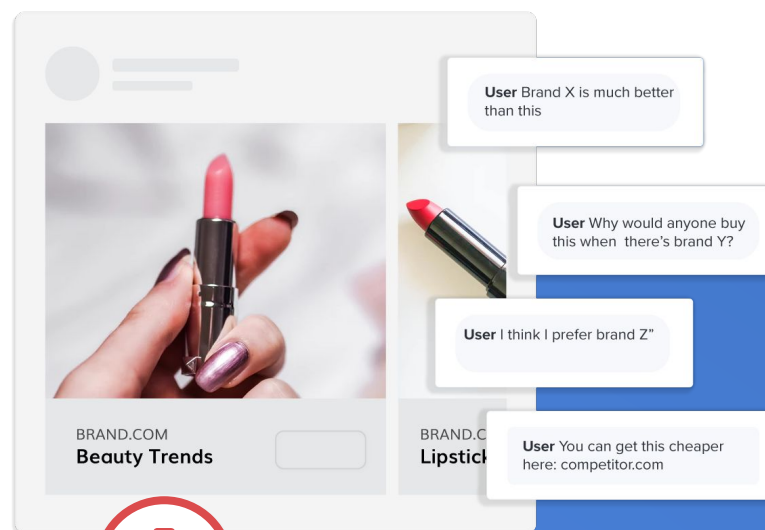
Monitor brand attacks and brand critique | In order to react to attacks, critiques, protests, or a sudden or gradual rise in negative sentiment towards your brand on social media, your team must understand the nature and scope of the situation. Social media moderation allows your brand to assess brand attacks and critiques before they grow out of hand, giving you the time and insights to change strategy and manage brand sentiment.

CHAPTER 1 | MODERATION: WHY IT'S ESSENTIAL

3. You could be losing sales to competitors, and having your ad performance damaged by spam and trolling

Brands need to be moderating social media for spam, scams, and even competitor promotions as they can cause damage to your reputation and your ad campaigns' success. Comment sections are also a great way for spammers to access vulnerable people looking for deals, discounts, or promotions. A seemingly innocent link in the comment section of your brand's social account could be malicious, leading your customers to a fraudulent website or to install malware on their devices.

Competitor promotions in the comments under your content can also impact your ROAS. The competitor mentions accompany your ad everywhere it is shown and you are unwittingly helping the competition to ride on your ad spend to get more visibility.



WHAT TO DO?

Properly identify whether your brand is dealing with an **upset customer or a troll** before determining how to react

Hide **competitor promotions** from your organic posts and ads

Hide **trolling and spam comments**

Continue building a **positive and supportive social community** with authentic and engaging content and communication

On average, out of the total comments brands receive...

5.5% are Spam

0.9% are Competitor Promotions

BrandBastion Benchmarks

CHAPTER 1 | MODERATION: WHY IT'S ESSENTIAL

4. Your community could be in danger

The counterfeit market directly affects brands, resulting in profit loss and damaged brand value. Certain industries, such as gaming, entertainment, fashion, and luxury goods are more susceptible to IPR-infringements, piracy, and counterfeiting, with new links to infringing content and fake accounts being posted on a daily basis. It's difficult to keep control without having a solution moderating all your comments 24/7.



User 50% off and free shipping? come check out @user for our massive sale on our personal favs

User I sell these at a 70% discount. Send me a DM now!

User I sell @brand products at cheaper prices and they are 1000% genuine please check my reviews in my highlights x

As of 2020, annual sales losses from counterfeiting amounted to 26.3 billion euros (31,8 billion USD), in the clothing sector. *Source: Statista.*

WHAT TO DO?

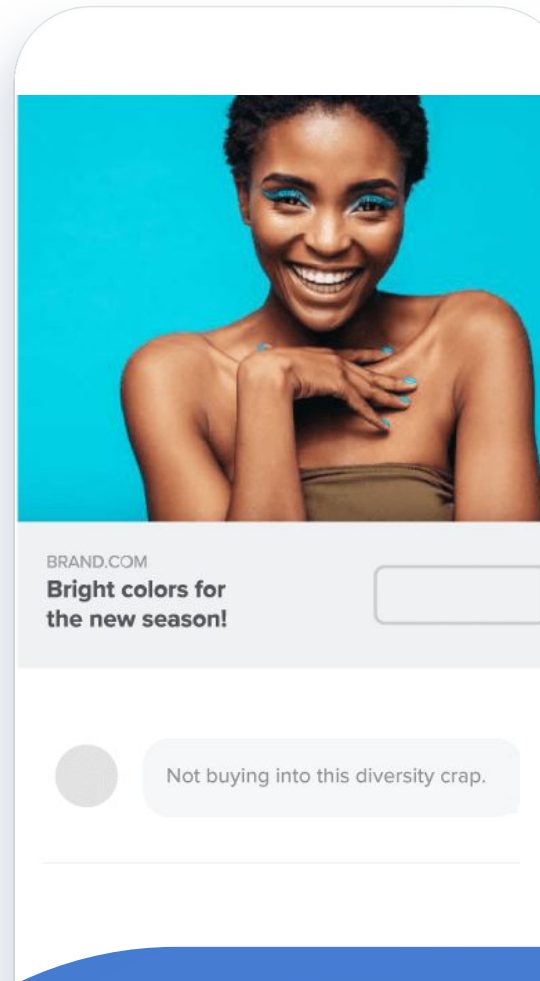
Remove unauthorized sellers' comments | Unauthorized selling and spam may result in consumer safety issues and a damaged brand reputation. Moderating these comments in real-time enables brands to maintain control over their campaigns and social media accounts.

Report counterfeit sellers and brand impersonations | These types of comments are both dangerous to your brand and your customers. Customers are unknowingly purchasing counterfeit products made with harmful materials, and there are increasing accounts of customers providing personal information to counterfeit sellers. Protect your community by moderating these harmful social media accounts and comments.

CHAPTER 1 | MODERATION: WHY IT'S ESSENTIAL

5. Your brand is associated with what it's surrounded by

Brands need to moderate comments so that they are not associated with, for example, hate speech or discriminatory speech. Racist comments that target individuals on your brand's social pages create a dangerous space for unproductive conversations and attacks. By acting as a bystander, your brand could be putting its social community and reputation in danger.



WHAT TO DO?

Remove Hate Speech, Discrimination, Bullying and other hateful comments.

In some cases, the creative, the models and the brand can be criticized, and you must decide quickly how to deal with this to keep your reputation intact. It's important to remove racist, homophobic, transphobic, and hate speech to show that this type of behavior will not be tolerated on your social media properties.



On average, out of the total comments brands receive...

1.2% is Sexual/Toilet

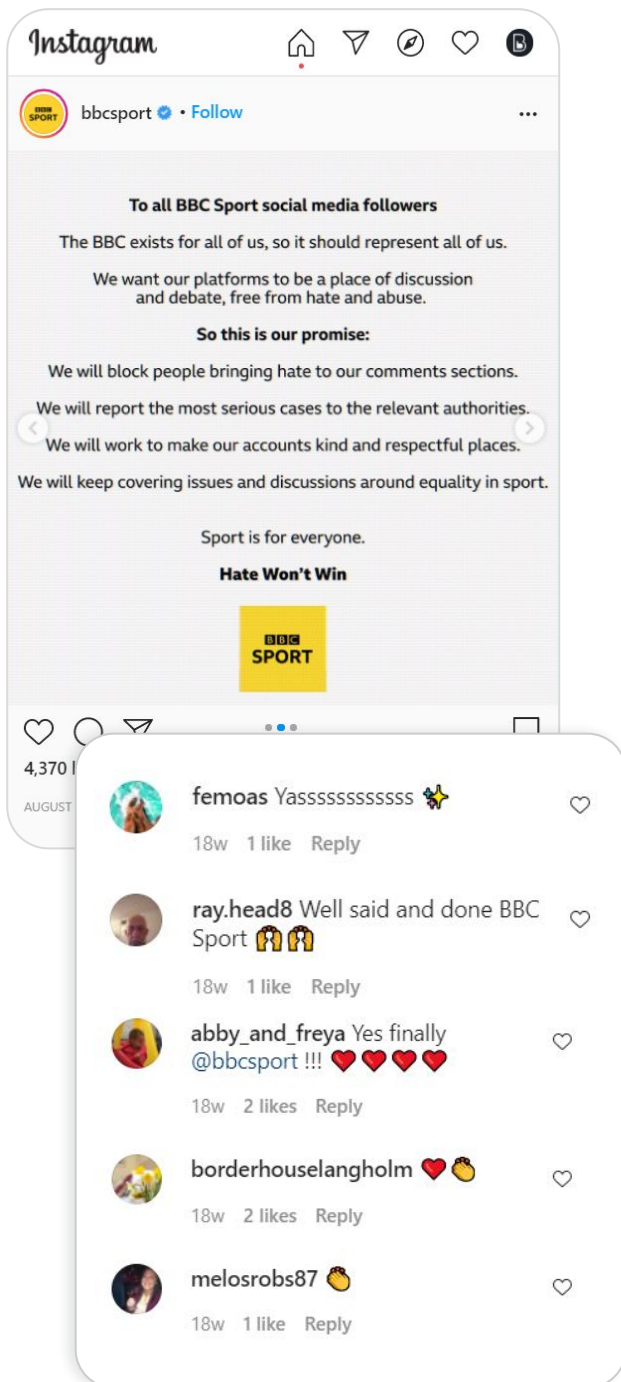
1.1% is Extreme Profanity

1% is Bullying

0.8% is Discrimination

0.6% is Intoxicants/ Criminal

BrandBastion Benchmarks



BRAND SPOTLIGHT

BBC Sport Publicly States That They Are Moderating Offensive Social Media Comments

Amid ongoing debates around divisive speech, and what should and should not be allowed on social networks, BBC Sport in the UK has taken a new approach to trolls and hateful remarks on its social media posts.

BBC Sport shared publicly on several social media accounts, that they will:

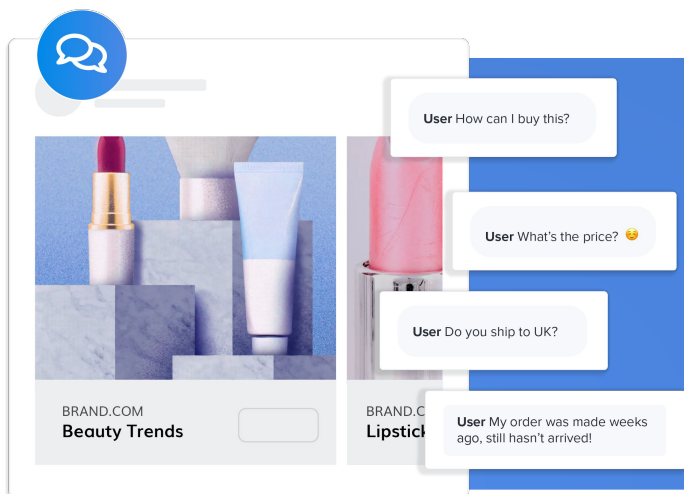
- Block people bringing hate to their comments sections
- Report the most serious cases to relevant authorities
- Work to make their accounts kind and respectful places
- Keep growing their coverage of women's sports, and keep covering issues and discussions around equality in sport

CHAPTER 2 | ENGAGE

How Should Brands Respond on Social Media?

Now that we have explored why brands need to moderate comments, let's dive into practical tips to help you reply to comments on your social media posts and ads.

Customers are becoming more vocal about engaging with brands on social media. The sheer volume of comments that a brand can expect to generate suggests that consumer reaction will vary along a spectrum from disgust to delight. **However, the average response rate continues to be very low on both paid social and organic posts.**



In our experience helping brands manage their engagement effectively, we see that highly engaged brands can receive comment volumes that run into the hundreds of thousands every month. The most highly engaged brands advertising globally in multiple languages can receive millions of comments in a month.

In this segment we will also highlight examples from brands that are managing social media comments effectively. So let's dive on how you should engage:

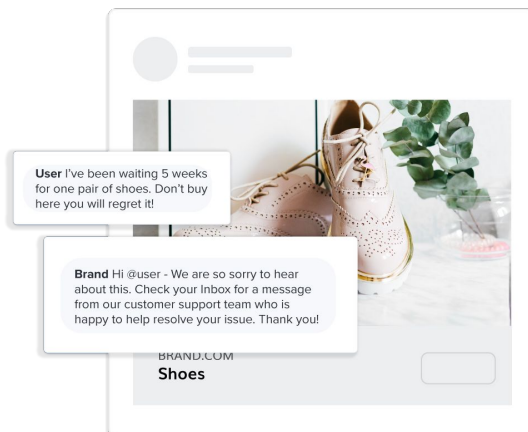
1. Handling Customer Complaints
2. Managing Customer Feedback
3. Use FAQ and Product Interest to boost conversions
4. Getting maximum value of out positive comments

CHAPTER 2 | ENGAGE

1. Handling customer complaints

57% of users prefer reaching out to a brand's digital service channel to reaching out via dedicated customer service phone lines or emails. In essence, more than half of your customers are likely to reach out with customer complaints via social media and they are likely to do it in the public news feed, where it's fast and convenient.

BrandBastion's customer engagement solution issues public, customized, and personalized responses to customer complaints on a brand's behalf. We can also handle customer complaints in a private channel, using a public-to-private flow. In this case, responses are issued on the brands' behalf both publicly (to comments) and privately (through Messenger) to make the customer service journey as fast and efficient as possible.



On average, out of the total comments brands receive...

5% are Customer Complaints

1.1% are Escalated Customer Complaints

BrandBastion Benchmarks

WHAT TO DO?

Respond publicly to build trust and strengthen positive brand perception

- Proactively develop a set of response to acknowledge the complaint
- Respond promptly within a one-hour window
- Escalate the issue to the right teams as required

Move the conversation to the private domain to address personal issues

While it is important to respond publicly, there are some instances in which it might be more useful to move the conversation to the private domain. These include:

- When your response needs to be in-depth
- When sensitive customer information needs to be obtained
- When fast customer service needs to be provided

BRAND SPOTLIGHT

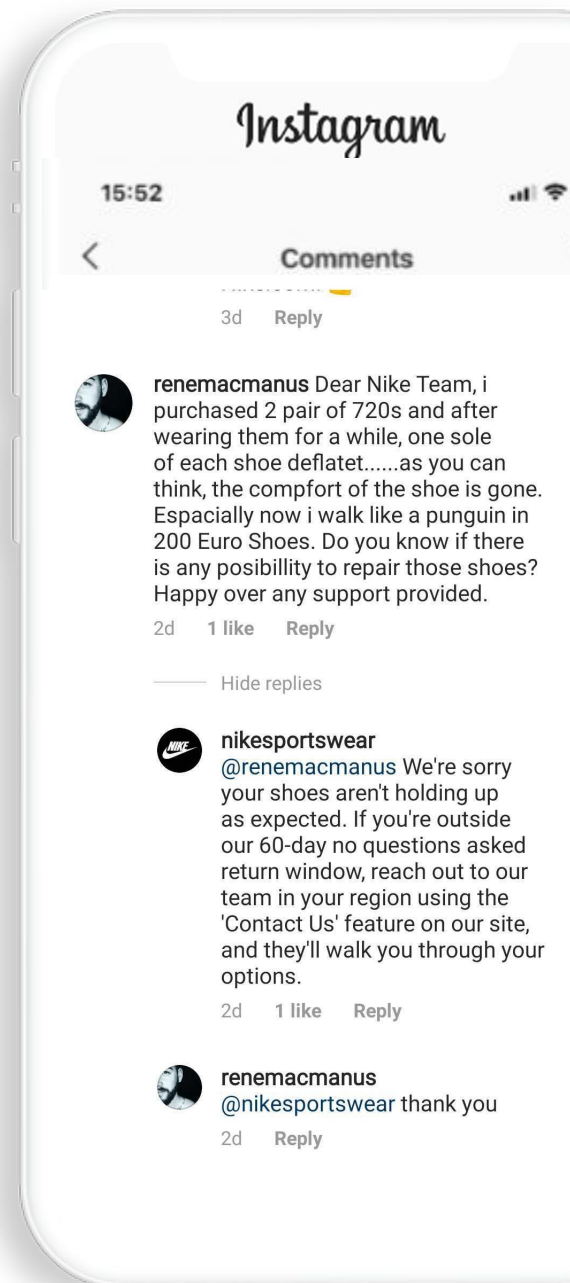
Nike Sportswear handles customers' issues in a personalized and quick way

To provide consistent and positive experiences to your customers, it is essential to reply quickly with a solution to their problems.

Here you can see an example in which Nike responded with a comment acknowledging the user's frustration and provided a channel to resolve the problem. The user reverted back to the comment to thank Nike publicly. The positive response from both the brand and the customer is proof of Nike's values and the brand's dedication to its customers.

With this, the brand effectively kept the customer happy while also showing other people watching from the sidelines that they resolve issues quickly and respectfully.

Many customers are simply looking for an apology and acknowledgment of their complaints.



2. Managing customer feedback

Your social media comments can hold valuable feedback relating to design or user experience that your team may have missed during product development or in the operational flow of your service.

The fact that social media is home to millions of people with different backgrounds, experiences, and perspectives can provide more compounded insights than you can get from focus groups or random customer population samples.

Unfortunately, it may be hard to spot the comments that provide valuable feedback out of hundreds or thousands of comments unless you are leveraging a solution that helps you find, classify, and manage comments at scale.

WHAT TO DO?

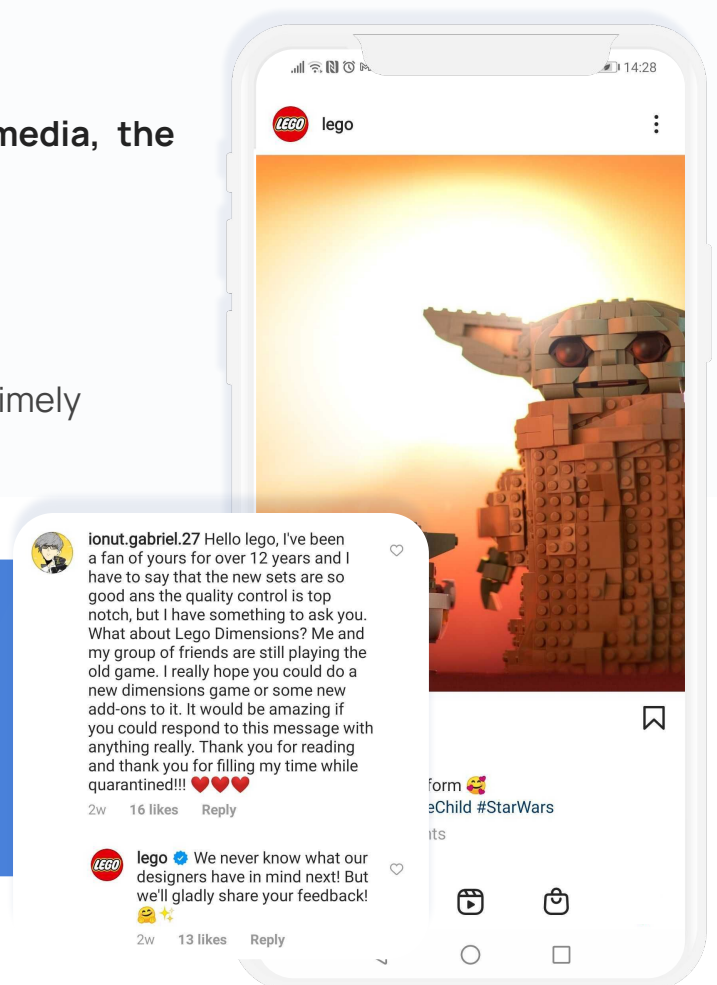
For managing feedback on social media, the best practice is to:

- Proactively create pre-approved response sets to avoid sounding robotic
- Acknowledge the feedback in a timely manner

On average, out of the total comments brands receive...

2.3% is Constructive Feedback

BrandBastion Benchmarks

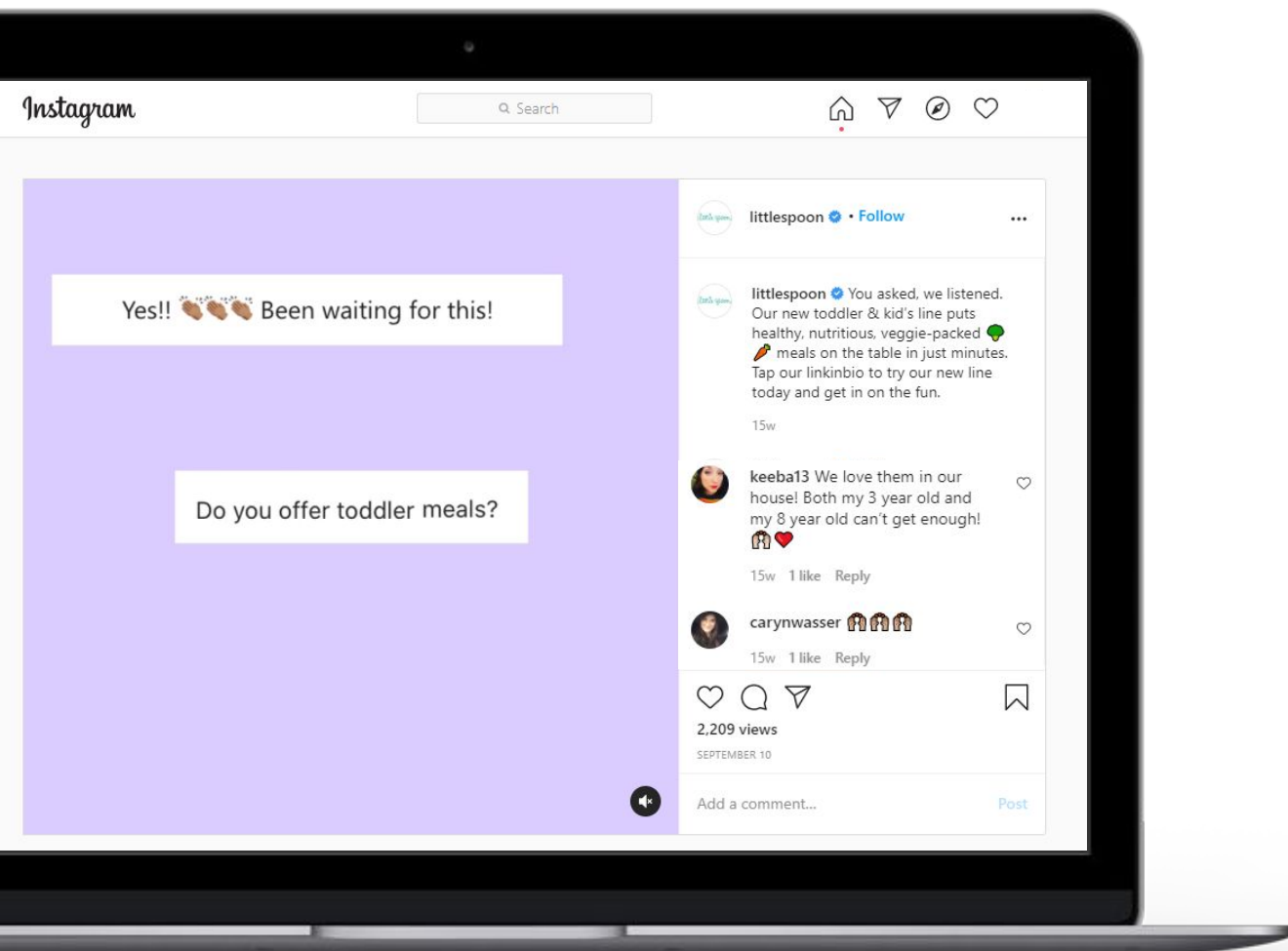


BRAND SPOTLIGHT

How Little Spoon Uses Customer Feedback as Actionable Insights

Quality baby food delivery service, Little Spoon, is a wonderful example of a company that took engagement to the next level through social listening. When Little Spoon recognized that customers were leaving feedback asking the brand to develop a food product line for toddlers, it delivered. The response was very positive. Parents commented on Facebook saying this is a "lifesaver," and "I kinda want some adult servings of these."

Little Spoon is evidently monitoring consumer feedback and is listening and acting based on feedback received. Through this strategy, Little Spoon nurtures a relationship with current and potential customers by responding directly to their wishes.



3. Use FAQ and Product Interest to boost conversions

Comments left by users can provide subtle hints about where they are on their customer journey with your business. Comments can indicate whether followers are in the awareness, consideration, or decision stage. Brands that deliver appropriate responses and CTAs to comments based on the user journey end up recording more conversions from their social media ads

On average, out of the total comments brands receive...

6.1% are FAQs & 2.1% are Product Interest

BrandBastion Benchmarks

WHAT TO DO?

Awareness Stage | Example: "This looks good "

Instead of replying to such messages with a simple "Thanks" you can reply with a thank you and a note that you have sent them more information or a special offer via DM. You can also send them a link to a landing page right away.

Consideration Stage | Example: "I wish this was cheaper" / "How does this feel after 3 months?"

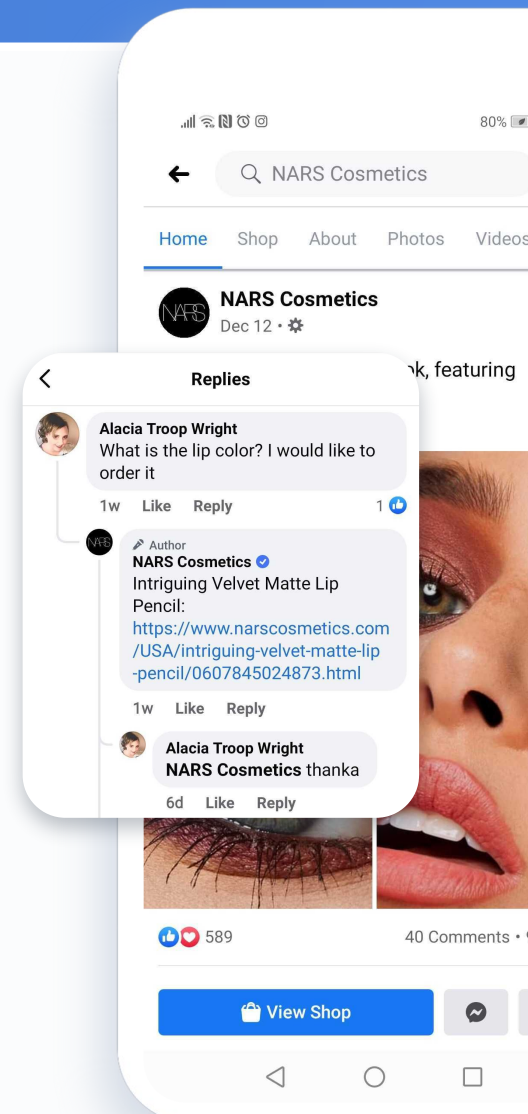
Responding to such comments with more information, testimonials, promotions, stats, or guarantees in a conversational style can gently push the user forward to the point of making a decision.

Decision Stage | Example: "I want it! How can I buy it?"

In this stage, you should reply with a link to the landing page and/or exact information about how to acquire the product/service.

Advocacy Stage | Example: "@johndoe see this"

If your customers are recommending your product or services to other people, you should like the comment and engage with more information.



CHAPTER 2 | ENGAGE

4. Getting maximum value of out Fan Community comments

Fan community comments - comments that express positive language about the brand, products, or service - strengthen social communities and show your brand what efforts are successful. Fan community comments that get replies from a brand also influence other customers, developing positive brand associations and increased engagement.

Positive comments are often ignored, yet responding to them acknowledges the experience of the user, rewards/reinforces their decision to comment, and helps to deepen brand loyalty.

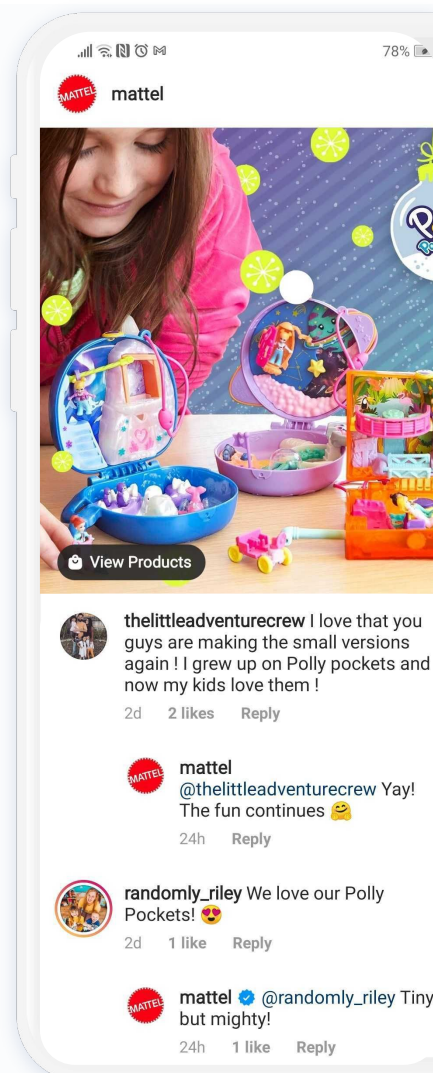
WHAT TO DO?

The key idea is to identify the user expectation relative to the comment and to be able to deliver a brand response that matches the enthusiasm and effort of the user.

Short Fan Community Comments: For instance, short and sweet comments (“Gorgeous 💖”) should be replied to with a variation of short and sweet comments (“Thanks! 😊 Or “That’s Right! 💖”). This makes the user feel valued and leads to great word-of-mouth marketing.

Long Fan Community Comments: For longer comments it’s not enough to reply with a simple “Thank You” to a long comment such that describes their positive experience in detail. You need to reply with a longer and more thoughtful response.

Use Fan Community comments in your strategy: You can leverage the opportunity to get permission to highlight and share such comments to your larger community. Longer glowing reviews can become testimonials and great user-generated marketing content.

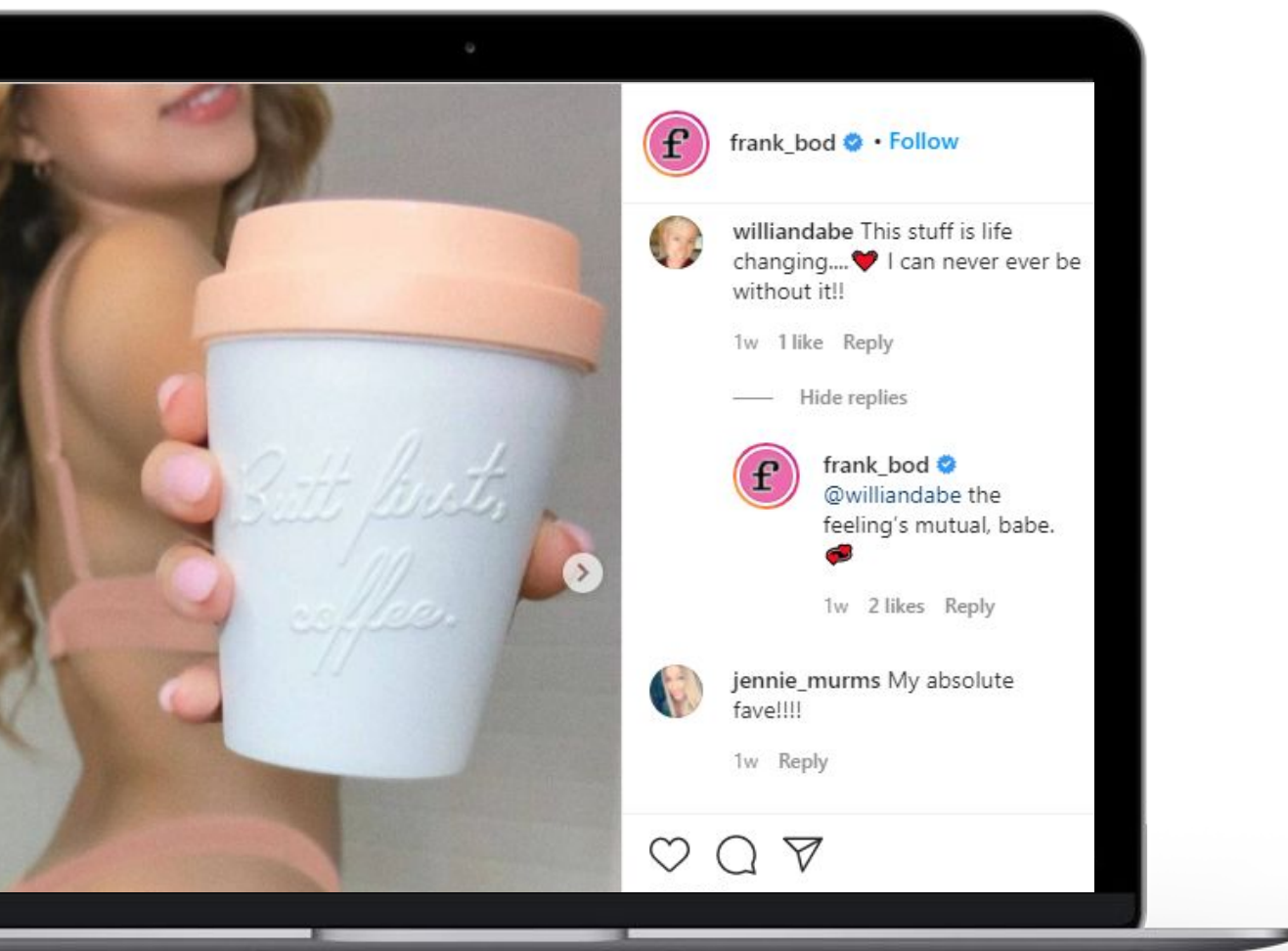


BRAND SPOTLIGHT

Frank Body never misses a chance to appreciate a customer on social

Frank Body, for instance, NEVER misses a chance to appreciate a fan on Instagram. The brand managed to generate \$20 million in revenue, while taking less than \$10,000 in initial investments in just four years. They did this by positioning themselves as a highly-engaged brand.

The reality is that their powerful Fan Community response strategy isn't complicated. Frank Body's social team regularly responds to fan comments using only emojis that are in-line with the brand voice, such as 🥰 and 💕. The team's strategy is backed up by research showing Facebook posts with emojis see 33% more comments and 57% more likes. Ultimately, this leads to sales won through community engagement.



CHAPTER 3 | ANALYZE

Analyze Engagement to Uncover Actionable Insights

Measuring Engagement

The interest of social media users in the activities of brands, the two-way communication that social media facilitates, and the willingness of users to be vocal about their thoughts can provide brands with opportunity to get valuable feedback. **You can mine valuable customer feedback on the product, and understand brand perception from the comments on your ads.**

Doing a quantitative assessment by measuring reach and frequency or conversions is only a part of the campaign success formula. Ultimately you're communicating to people, and people are more complex than numbers.

To measure engagement you need to analyze both quantitative and qualitative properties. It's great knowing that your post or ad is receiving a high number of comments. But what if they are all negative?

CHAPTER 3 | ANALYZE

Beyond comment volumes: analyzing user sentiment

Analyzing people's opinions on your posts and ads can give you valuable insights into their perception of your products and services, as well as your targeted message. It can also give you an indication into the direction that your next campaigns and even business decisions should follow.

It's essential for a business to know how consumers feel about their brand. Word of mouth can destroy a business just as well as it can skyrocket its growth. Getting thousands of comments across social campaigns is great, but it spells trouble if all these comments are complaints. If this is happening in comments towards your advertisements, you end up paying for more people to see negative comments about your business.

WHAT TO DO?

Report monthly on the volumes and types of comments you receive on social:

Overview | Show your quantitative analysis: number of comments received, share per channels, share per organic or paid.

Sentiment Analysis | Identify the types of positive and negative comments your brand is receiving across your posts and ads. Include a sentiment overview and word clouds.

Engagement Opportunities | Identify the types of response-eligible comments you're receiving and determine your brand response rate.

Moderation Needs | Identify the types of harmful comments you're receiving. For example: Discrimination, Spam, and Competitor Promotions, among others.



96%

of people interact with
the brands they follow

Source: The Manifest's 2019 Consumer
Social Media Survey

Bonus:

Get a free report of your engagement, identifying your brand sentiment, engagement opportunities and moderation needs.

[Free Engagement Report](#)

CHAPTER 3 | ANALYZE

24/7 Monitoring Is Essential, So Is Quick Action

By monitoring user sentiment in real-time, brands can have an outlook over all campaigns and creatives to be certain content is resonating and converting.

For example, brands can identify ad creatives that are not resonating with their target audience through volume-based alerts to spikes in negative sentiment. Brand can then respond by modifying creatives mid-campaign to deliver a message that is better received by their audience.

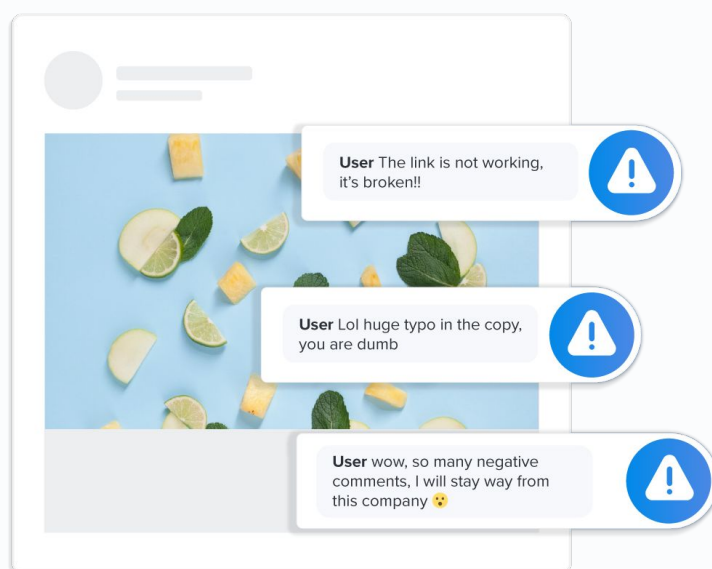
WHAT TO DO?

Set up specific alerts to measure your engagement in real-time and notify you to urgent issues. BrandBastion can help you with this.

Alerts to spikes in negative sentiment |

Measuring and monitoring user sentiment is important for your brand's safety. Doing so in real-time allows your brand to react promptly when alerted to unusual events or spikes in negative sentiment requiring urgent attention.

Alerts to broken links or typos | Brands can be alerted to broken links and/or typos, which decreases return on ad spend. Responding to these issues promptly can save your brand money while protecting its reputation.



Conclusion

The brands that have demonstrated an exemplary effectiveness in managing social media comments tend to take an interdisciplinary approach. For instance, comments indicating customer complaints may be managed by the customer service team, while the branding team may be in a better position to transform fan comments into user-generated marketing content. Meanwhile, the marketing team works hand-in-hand with the above two teams to ensure ads are kept free from harm, understanding that the comments affect ad performance.

Comments containing feedback will also be more useful when routed to product development teams even after the initial response from the customer service team. And of course, leadership teams and top management will benefit from the insights gained by distilling the comments to get actionable data on sentiment, customer engagement, and user expectations.

Ultimately, the central theme behind managing social media comments is that it helps brands to connect with different users at different points on the customer journey. Additionally, managing social media comments will improve your odds of converting prospects and leads into customers and keeping current customers loyal.

It's often too easy for brands to lose sight of the fact that they are selling to people driven by needs and emotions rather than what your product or service does. Users are always expressing their feelings about brands through social media comments and brands must be proactive about responding to such comments to stay competitive in the digital economy.

In the words of Seth Godin: "you can use social media to turn strangers into friends, friends into customers, and customers into sales people".

“

We started BrandBastion to help brands have 1 on 1 conversations across social media at scale, without having to employ a big group of people, whilst protecting their brand. We help our clients set up their social media engagement strategies and help them learn what type of engagement they're receiving, as well as how to use the power of AI to automate.

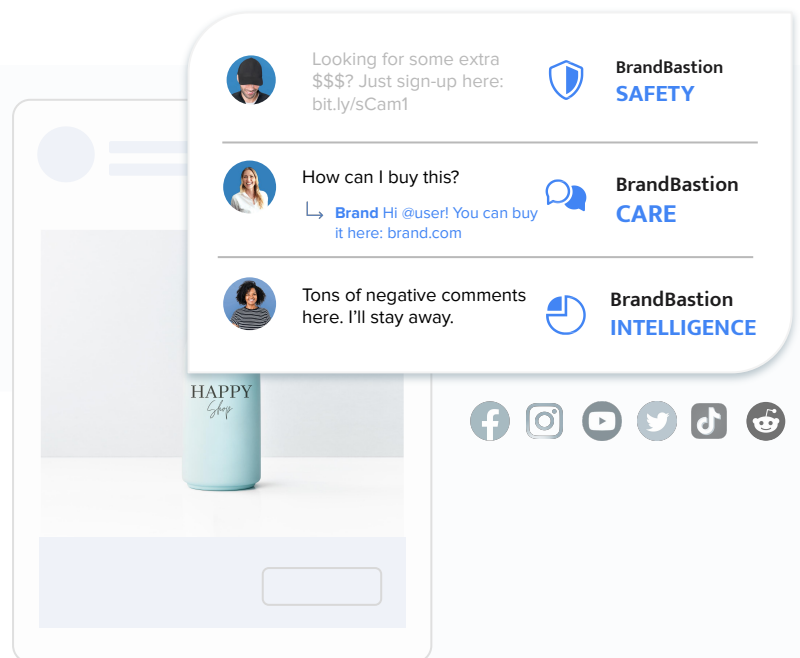
-Jenny Wolfram, CEO at BrandBastion



CHAPTER 4

Why partner with BrandBastion?

BrandBastion started in 2013 to address the interactive nature of social media. Our mission is to protect brands on social media from harmful content, whilst improving their advertising ROI.



Our Solutions

BRANDBASTION Safety



Fully Managed Service 24/7

Harmful and sensitive comments hidden and real-time alerts are issued when urgent attention is required.



Moderation

User Looking for extra \$\$?
Sign up here: bt.ly/scAm1



Alerts

User Link isn't working!



BRANDBASTION Care



Fully Managed Service 24/7

Responses issued on the brand's behalf to positive engagement, customer questions, feedback and much more.



Response

User Is this available in NYC?



BrandBastion Replies

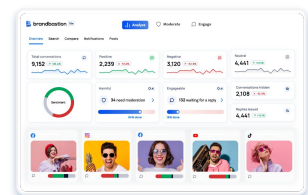
Brand Hi @user! You can buy it here: brand.com Happy Shopping!

BRANDBASTION Intelligence



Fully Managed Service and SaaS

We deliver actionable engagement insights covering sentiment, audience perception, and topical analyses.



+34% Conversions after implementing BrandBastion Moderation + Alerts

SUCCESS STORY: How Joom Runs Dynamic Ads at Scale Whilst Keeping Control

[READ MORE](#)



+56% ROAS after implementing BrandBastion Customer Engagement

SUCCESS STORY: How BoxyCharm Masters Personalized Conversations At Scale

[READ MORE →](#)

NETFLIX

Uber

MANGO

betterhelp

J JOOM

NARS

Next Steps?

Get Started with BrandBastion
and step up your engagement
game

[Start a Free Trial](#)

[Schedule a Meeting](#)