

# Social Media Tips for Handling Negative Comments or Misinformation

## Social Media Best Practices

Social media is an unmatched mode of directly connecting with your audience, but it also opens up the need for risk communications since one negative comment or post with misinformation can quickly gain momentum.

Be prepared to deal with negative comments or replies on social media by implementing the following practices to ensure your organization's social media infrastructure is ready to respond.

### MONITOR SOCIAL MEDIA ACCOUNTS

- Ensure at least one person is monitoring your social media accounts – especially during campaigns covering potentially sensitive topics.
- At a minimum, set aside 10 minutes each day for review.
- Track negative or false comments with a [misinformation log](#). By continuously monitoring and tracking misinformation events across your social media channels, you can analyze trends, identify reoccurring issues, and coordinate responses. These findings can inform future content development and highlight education opportunities.

### REPLY IN A TIMELY MANNER WITH A TAILORED RESPONSE

- Respond to misinformation promptly to take control of the dialogue and reduce the likelihood of it gaining momentum.
- Always respond with a tailored message and facts using the [Truth Sandwich Method](#):
  - ✓ Validate concerns or frustrations
  - ✓ State the truth
  - ✓ Correct negative or false information
  - ✓ Restate the truth
  - ✓ Share a relevant link

### RARELY DELETE COMMENTS OR REPLIES

- Deleting a comment will erase it; no one will be able to see it.
- Establish [Rules for Conduct](#) on your page and include examples of unacceptable content (e.g., threats, discriminatory language, outside promotions, spam). Rely on these rules to guide decisions about deleting content or blocking users.
- If you must delete a comment for violating your conduct policy, 1) take a screenshot of the content, 2) report it to the platform (e.g., Facebook), and 3) report it to local authorities (if appropriate).

### NEVER HIDE COMMENTS OR REPLIES

- Hiding a comment keeps it hidden from everyone except the person who posted it and their friends.
- Hidden comments on organic posts remain in the total comment count, so people know you hid them, which reduces transparency and trust.