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To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



## Activity Overview

In this activity, you will read and respond to different types of customer comments posted on social media.

Social media is an ideal channel for making meaningful connections with your customers. Replying to customers' comments on social media is a great way to make your customers feel heard and get them to engage.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

### Scenario

Review the scenario below. Then complete the step-by-step instructions.

You work for an agency hired to do marketing for Great Grounds, a small, regional chain of coffee shops based in the Northeast United States. You are reviewing and responding to comments posted on the company's Facebook profile. To determine how to respond to each comment, you will need to consider the type of comment, what resources and information the customer needs, and how best to communicate with them.

### Step-By-Step Instructions


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [Respond to customer comments](#)

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [Activity Template Respond to customer comments](#)  
[DOCX File](#)

### Step 2: Reply to positive feedback

When a customer posts a positive comment about your brand, product, or service, you can use the opportunity to engage with them directly. Read the comment in the Positive Feedback row of the customer comments template, then write a response in the Response column. Thank the customer for their kind, helpful, or insightful words, and let them know you appreciate them and their positive feedback.

Remember that people are more likely to engage with your brand when they feel like there's an actual person reading and responding to their comments. To make your responses more personal and authentic, include the person's first name and incorporate warmth or humor.

### Step 3: Reply to a question

Your social media profiles offer many opportunities to provide excellent customer service. Read the comment in the Question row of the customer comments template, then write a response in the Response column. Refer to the Resources/Information column, and provide resources that can help answer the customer's question. You can also use this opportunity to engage the customer, either by continuing the conversation or asking a related question. Feel free to use creative language and/or exclamation marks since this aligns with Great Grounds' brand voice.

**Note:** The Great Grounds link in the template is fictional and you should not go to it. Use the link as a resource in your response to the customer's comment.

#### Step 4: Reply to a negative comment

Sometimes you may need to respond to negative comments about your brand on social media, such as when a customer posts a complaint or when you have to resolve an issue. Read the comment in the Negative Comment row of the customer comments template, then write a response in the Response column. Refer to the Resources/Information column for information that helps explain the situation to the customer and a promotional code to provide the customer to help make things right. Thank the customer for their feedback, use polite and approachable language, and show empathy for their perspective.

Responding to negative comments in this way can not only help you win customers back but can also have a positive impact on your brand's reputation. When people see that you value your customers and their feedback, they'll have more respect for your business.

#### Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

#### What to Include in Your Response

Be sure to address the following elements in your completed replies to customer comments template:

A reply to the positive feedback that thanks the customer for their kind, helpful, or insightful words and lets them know you appreciate them

A reply to the question that offers helpful resources and engages the customer

A reply to the negative feedback that uses polite and approachable language and shows empathy for the customer's perspective