



**BRAND LANGUAGE AND SOCIAL  
MEDIA MANAGEMENT GUIDE**

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## Why do we need a Brand Language Guide?

Think of social media as an extension of our customer service experience— it drives conversation, engagement and relationships with our members.

Great social media management can help generate membership sales, improve brand sentiment and continually improve our business. Therefore, how we choose to manage these channels—and how they fit into our larger communications strategy—is imperative to the success of Fernwood Fitness.

Our brand ‘voice’ is even more important. It helps define who we are, what we do and why. Creating a compelling online presence will grow awareness of our brand and drive loyalty with our audience.

Everything we do online should aim to...

- Build a safe online community
- Boost brand engagement
- Provide a superb customer experience
- Build Fernwood Fitness as a household name
- Tie into our overall organisational and communication goals

This guide will help you understand the Fernwood ‘voice’ and how you can use this to manage our social media channels, and how you’re expected to conduct yourself on behalf of Fernwood online.

## The Fernwood Voice

When writing on behalf of Fernwood, it's important to be able to define our brand voice. When referring to 'voice', we are largely talking about the language and the messages that we convey to others.

The Fernwood voice is friendly, conversational, approachable and informal. We're serious about what we do, but not ourselves.

Simply put, Fernwood Fitness exists to:

*"Empower women to shine"*

The main points to keep in mind about the Fernwood brand 'voice' are:

- We are experts but not unapproachable
- We are helpful but not pushy
- We are informal but not unprofessional
- We are fun but not sarcastic
- We are aspirational but not unachievable
- We are passionate but not intense

Our brand's voice is constant, however, it is likely that our tone will change depending on the channel or context. So remember—have fun with those who engage with us, use common sense and remember that our goal is to create a superb experience, every time.

*So how do we want to be viewed in comparison to some of our key competitors?*

- *We are for every woman*
- *We are a community dedicated to women's wellness*
- *We march to the beat of our own drum – we don't follow the crowd*
- *We are Inclusive and non-judgemental*
- *We are real and authentic*

## Understanding Context

Every day, you may interact with a number of current members or potential members, from general enquiries about club opening hours, to feedback and complaints. When responding to these requests, it's important that you remember that you are on the forefront of our brand, and how you handle a situation will affect how the general public perceives us.

Your approach to engaging in conversations is to understand the context. For example, if the message conveys a positive experience that the person had with our brand, it's okay to engage, have some fun and be informal.

If the message is regarding a complaint or a more serious issue, it's important that our language and tone reflects the seriousness of this also. Remember—context is everything. Use common sense and use this to respond how you believe to be appropriate.

# Managing Fernwood's Social Media Channels

## Facebook Management Checklist

- ✓ Click into **Posts** – Visitor posts – Check all wall posts – Respond to posts.
- ✓ Click into **Notifications** and filter on left hand side by 'comments'
  - Scroll down to the oldest posts and check all feedback
  - Respond to comments and enquiries, directing to messenger if required.
- ✓ Click into **Messages**, check for any new messages or responses to existing messages
  - Start at the oldest message. Make sure to check the history of the conversation before responding.
  - Once completed, archive the message to keep inbox clear

## Instagram Management Checklist

- ✓ Check for any **comments** on recent posts (recommend you check the last 6 posts)
- ✓ Check **inbox** (make sure to check messages awaiting approval as well)
- ✓ Check **tagged photos**, bookmarking high quality images that can be re-posted
- ✓ Search **#fernwoodfitness** or relevant club hashtag and check for any content that can be re-posted.

## Google Reviews Management Checklist

- ✓ Check for any **positive or negative reviews**
- ✓ Check **for any questions** that have been left in the 'questions and answers' field.

## **Exceeding Customer Expectations**

Here at Fernwood, everything we do—from following up leads over the phone, via email and in person, to chatting with our members online and via social media— the public should be left with not only a positive experience, but an experience that makes them willingly and freely tell others about us.

This means:

- Going above and beyond for our members and potential members and exceeding their expectations.
- Actually doing what we say we're going to do.
- Showing empathy and understanding.
- Being accessible and approachable.
- Taking ownership and admitting when we've made a mistake.
- Providing not just superb customer service, but a superb customer experience.

## **Filing and Tracking Messages**

Facebook Messenger and Instagram Direct Message is a fantastic way for our members and the general public to get in touch with us.

To make sure we have all the information we ever need (should someone contact us more than once), we must file completed requests and private messages away.

You can do this by:

- Flagging and archiving messages
- Leaving notes on each message so that others who are also managing your page can see what happened down the track, making this a great reference tool. You can mark conversations with keywords such as 'Completed' 'Follow Up' or 'Spam' to others the status of certain messages. You can also add notes around how an enquiry or complaint was resolved too, just in case it needs to be followed up again.

## Managing Response Time

Did you know that followers of our page can view how long our average response time is? A speedy response time means happier members, shows that we are listening to people and gives our brand an overall better look!

In order to achieve the 'very responsive to messages' badge on Facebook, you need to ensure that we have an average response time of 15 minutes over the last seven days.

If you're unable to respond to messages after hours, you will need to set the messenger status to 'away'. Any messages received during these hours won't count towards our response rate.

Here is how to set your messaging status to away:

1. From the Facebook Page, click 'Settings'
2. Click 'Messaging' in the left column
3. Under Response Assistant, toggle the bar to 'Yes' for '*Stay responsive when you can't get to your computer or phone*'
4. Click 'Change'
5. Edit the greeting to indicate when the user can expect to hear back from us
6. Click 'Save'
7. Under '*Stay responsive when you can't get to your computer or phone*', click 'Change'
8. Click 'Schedule'
9. Select your time zone, then click 'Add Time'
10. Enter the times when you can't respond to messages
11. Click 'Save'

# Responding To Feedback

## The Good: Positive Comments & Compliments

Responding to positive feedback is a fantastic way to show that we not only listen to our audience, but we are also engaged with them. Below are a series of tips and tricks to keep in mind when responding to positive feedback and comments.

- **Tip 1: Talk like A Human, Not a Corporation**

Our members are human and so are you, so why not talk to them like they're one? The Fernwood 'voice' is generally quite informal, so please use common sense, understand the context, and respond appropriately. You can still be professional whilst still having fun!

- **Tip 2: Use the Fernwood 'Voice'**

- We are experts but not unapproachable
- We are helpful but not pushy
- We are informal but not unprofessional
- We are fun but not sarcastic
- We are aspirational but not unachievable
- We are passionate but not intense

People are more likely to be influenced by those they like. If we are likable, we are more likely to build brand trust and ideally generate more interest around our brand.

- **Tip 3: Include a Name**

Just as you would introduce yourself to someone new over the phone or in person, the same goes for introducing yourself in the digital space. Signing off provides opportunity to build relationships and connections with those who interact with us.

Here's an example:

*Hi Jane – thank you for your fantastic feedback - we're so glad to hear you are enjoying your PT sessions with Jody. We look forward to continue supporting you achieve your goals!*

*Cheers,  
Amy @ Fernwood Fitness Albury*



## The Bad: Responding To Negative Comments

- **Tip 1: Respond Promptly**

The key to turning a situation around quickly is responding to the comment or query as soon as possible. This can leave upset members feeling validated, listened to and—if the problem can be solved instantly—someone who suddenly sees us as their hero as opposed to the cause of their frustration.

- **Tip 2: Show Empathy**

Using language that shows empathy helps to prevent the member's frustration escalating. It also shows that we can put ourselves in their shoes and understand how they feel, resulting in a much more human response. Outline that you've received their message and understood the actual issue. Not sure what they meant? Ask them to clarify.

- **Tip 3: Include a Name**

It's easy to yell at a faceless corporation. But that becomes more difficult when dealing with a real person. You'll generally find that the anger will quickly fade—and in fact, most of the time you'll often even get an apology!

- **Tip 4: Take Conversations Offline**

When should we take conversations offline to private messenger/direct message?

- When sensitive and/or confidential information is required such as the person's name, contact details or purchase information.
- When the issue is unable to be addressed quickly and further investigation is required.

- **Tip 5: Ensure That the Problem Is Followed Up**

Be sure to provide as much information as possible to the person, such as when the issue will be fixed, if we need to investigate and how will we get in touch with them.

It's also helpful to get as much information as possible, so that when investigating the issue, we can get to the bottom of it quickly.

Even if you believe that the member is wrong, never criticise or bite back. How you handle the complaint publicly (quickly, professionally and with empathy) is how others will view Fernwood.

If you're unable to monitor Facebook after hours, set up a message autoresponder that lets them know that a member of the team will get back to them shortly.

- **Tip 6: Don't Be Afraid of Admit We've Made a Mistake**

Don't be afraid to say we were wrong. Focus on what we can do to make things right, and our members will appreciate us even more for it. Be sure to avoid language such as 'We're sorry you feel this way' and keep it more along the lines of 'You're right, that's absolutely unacceptable. Let us fix this straight away'.

Here's an example:

*Hi Jane, thank you for your feedback. We're sorry to hear about your recent experience at Fernwood Fitness Albury. Our members are at the heart of everything we do and we work hard to ensure that member expectations are always exceeded. Can you please call us on **\*\*phone number\*\*** or email us at **\*\* email \*\***? We'd appreciate the opportunity to discuss this matter with you further and ensure a resolution is reached as soon as possible.*

*Kind regards,*

*Amy @ Fernwood Fitness Albury*

## **Dealing with Antisocial Behaviour**

Some members of the public — who may have never dealt with Fernwood or visited one of our clubs — may engage in online activity that publicly riles up others through negative comments. These people are commonly referred to as 'online trolls' and need to be dealt with promptly and professionally.

As with any online community, there are certain things that we will not endorse or allow on our page.

This includes posts that:

- Use of foul / offensive language
- Are racist or discriminatory in nature
- Contain threats of any kind
- Unrelated to the post (to ensure that we keep conversations on topic where possible)

If you do come across a comment or post that is unwarranted or inappropriate (and breaches our house rules), you should simply hide the comment from view. Hiding comments won't notify the poster (or their friends) and will only be visible to that person (and not our audience). Under no circumstances do we engage with the comment or post, as doing so may encourage further retaliation.

If the situation escalates, and the behaviour turns into harassment, you have the option to block the user from commenting on our page. This should be a last resort only and if the problem can be resolved privately (via a direct message or over the phone).

If you are ever unsure on how to deal with instances of antisocial behaviour, please don't hesitate to get in touch with Alison from the NSO social team at [alison.todd@fernwoodfitness.com.au](mailto:alison.todd@fernwoodfitness.com.au).

## **The Ugly: Responding To Issues That Impact the Larger Business**

What do we do when things take a turn for the worse—beyond just a frustrated member or negative comment?

These situations could include:

- Public backlash from an inappropriate and/or offensive comment made from a Fernwood club member or Fernwood employee
- Our Corporate Social Responsibility and/or commitment to the environment is questioned (possibly with photographic evidence)
- Criminal allegations against our company and or individual employees, contractors or stakeholders.

It is almost inevitable that at some point in time, the public or media may ask for our comment on certain controversial topics or incidents involving our brand. If this happens or if you are unsure whether or not a topic should be commented on, seek immediate assistance from the NSO social team.

## Responding To Enquiries

Our online channels should be considered an extension of our customer service experience. As a result of that, we also must be diligent in responding to online enquiries from members and members of the public.

Common enquiries that you might receive include:

- Local club information
- Request for specific employee contact details
- Health advice
- Job enquiries
- Sponsorship / fundraising support

Here are some quick guidelines:

### **Fernwood Staff Information**

Under no circumstances do we allow the sharing of private contact information of our Head Office staff or club members. Asking to be put in touch with a department or manager of a team is okay, and if they request to be put in touch with a specific person, offer to take their details first and what it is regarding and send this information through to the appropriate person to follow up.

### **Health Advice**

Exercise caution when prescribing health advice via social media, as one health solution does not apply to all individuals. If someone has a specific question about their situation, ask them to visit the club for assessment. If there is any circumstance in which you are uncertain about how to respond to a post, send the post link to the National Support Office social team.

### **Job Enquiries**

All job enquiries and applications will need to go through the relevant job posting on [www.seek.com.au](http://www.seek.com.au) or on the Fernwood careers page at <https://www.fernwoodfitness.com.au/careers/>

### **Requesting Sponsorship or Community Support**

Please refer them to the <https://www.fernwoodfitness.com.au/contact-us/> page where an enquiry can be submitted directly.

## Summary

So that's it—we've given you everything to need to manage our online presence like a pro. These tips and tricks can be referred to on a regular basis and used across the business whenever—and however—we communicate to our members, prospects and the general public.