Social media posting best practices

- **Optimal posting times differ for every network.** As a guideline, don't release too many messages to the same network at once. Instead, focus on testing both your headlines and your posting times to see what gets you the highest levels of engagement.
- **Focus on responsiveness and personalization when posting and sharing.** Respond in a timely manner. Prompt responses show that you are attentive and care about your audience's concerns.
- **Stay Positive.** Maintain a positive attitude and focus on finding a resolution rather than dwelling on negativity.

If you choose to allow comments on your social media channels, responding to negative comments requires a thoughtful and strategic approach. Here are some best practices:

- **Stay Calm and Professional.** Avoid responding emotionally. Keep your tone calm, professional, and courteous.
- **Acknowledge the Comment.** Show that you have read and understood the comment. This can help to defuse tension and show that you take feedback seriously.
- **Take the Conversation Offline.** Suggest continuing the discussion privately through direct messages, email, or phone. This can prevent the situation from escalating publicly.
- **Know When to Step Away.** If the commenter becomes abusive or unreasonable, it's okay to step away. Politely say that you're unable to help further and suggest alternative ways they can provide feedback.
- **Monitor Follow-Ups.** Keep an eye on the conversation to ensure the issue is fully resolved and the commenter is satisfied with the resolution.

  Example response. *Thanks for sharing your thoughts. We are sorry to hear you feel this way. Our posts strive to be positive and respectful in all interactions.*