# HOW TO DEAL WITH
# NEGATIVITY ONLINE

Negativity is a natural part of the social ecosystem. How you manage it is how you maintain a positive reputation.

## COMPLAINTS

- Complaints about your business should be taken seriously and responded to as soon as possible.

- Complaints made by way of public comment or online review should be responded to respectfully.

- Be sure to publicly apologize for the product or service not going as expected. Then, reach out to them directly to get more details and resolve their issues.

## COMMENTS

–Create community rules. Develop community guidelines and publish them to your website– this can be a helpful reference for your online community.

–Make it a policy to remove rude comments without responding to them.

–If rude comments continue, send out a link to the community rules let them know that if they continue to make these types of comments, they will be banned.