

Community Management Templates - Voice Inquiries 3/3

Known product problem:

Q: I love your app but I got a new phone and now it won't open. What's happening?

A: Hi Daniel,

We're sorry to hear that you're having trouble with trainingathome. This is a known issue, and our team is working hard to solve it. We will be sure to make an announcement when everything is sorted out.

You can keep up on our changelogs and future updates by following our tech blog right here [trainingathome-blog.com](#).

We apologize for the inconvenience and again thank you for your patience in the meantime.

The trainingathome team

Not all companies' customer service teams manage social media, and not all social media teams are part of customer service departments. While that does sometimes backup, it's important for non-service teams to pass off responsibility to customer service or tech support as quickly as possible for questions they cannot reliably or responsibly answer. This may be especially important in certain industries such as healthcare or legal.

Q: I can't figure out why there's a blue light!

A: Hi there, Maria,

We're sorry to hear that you're having trouble with Sky headphones. Unfortunately, our social media team is not equipped to handle customer service inquiries of this nature. For more information, we recommend that you reach out to our support team by following this link: [skyheadphones-support.com](#)

Best regards,

[@skyheadphones_socialmediateam](#)

Facelift's Community Management Response Templates

guide

Social Media Customer Service

For businesses using social media for marketing and community building campaigns, managing engagement may have become a routine affair.

While your social media team may be on top of it, it also comes with a great deal of responsibility and time.

Most comments and messages that community managers deal with on a regular basis tend to be a similar set of frequent questions. These routine inquiries take time to individually manage, and a team on a tight schedule needs to save all the time they can while still providing quality engagement with their followers or customers.

In these cases, it can be useful to have pre-written responses that can be copied and pasted.

Take advantage of our easy template responses that you can use and adapt to your own company's needs. All template responses can be changed as needed and have been composed by native English speakers for clarity. Responses are moderately generic in nature, making them suitable for most routine purposes.



Different Types of Social Customer Service

B2B and B2C are common industry buzzwords that you have likely heard already. But, just to clarify what they mean and how they can affect your social media customer service, here is an overview and a few examples.

B2B and B2C stand for **Business to Business** and **Business to Consumer**, respectively.

As implied, B2B companies **supply services to other companies** and can include but are not at all limited to:

-  Agencies for marketing, PR, advertising, and similar
-  Data collection agencies
-  Information technology services**
-  Corporate legal aid
-  Financial institutions that cater to businesses and organizations rather than individuals
-  Some heavy industries and raw materials producers (wood, iron, steel)
-  SaaS companies that cater to businesses
-  Construction and architecture

B2C companies, on the other hand, market and **sell products or services directly to consumers**. These usually include industries such as:

-  Retail
-  Electronics (phones, computers, or other personal devices).**
-  Consumer goods (toilet paper, soap and shampoo, pet products).**
-  Food and beverages (grocery, restaurant, alcohol)**
-  Hotels and hospitality
-  Medical services, supplies and pharmaceuticals
-  Financial institutions focusing on individuals and families
-  Luxury goods (jewelry, haute couture clothing, accessories, art)
-  Travel and transportation (aviation, vehicle rental, trains, tourism)
-  Household items (furniture, bedroom items, décor)
-  Automotive**
-  Utilities (electricity, internet, recycling)**



** hybrid B2B and B2C services or products that can be often used by both consumers or businesses

Hybrids - The B2Es

Some of the industries listed above are marked with asterisks (**). These items are considered hybrid B2B and B2C services or products that can be often used by both consumers or businesses.

While not an official marketing term, for the purposes of this article they will be referred to as B2E - (Business to Everyone).

B2E industries may include:

Food and beverages. While these industries may lean more heavily toward B2C, companies also find themselves in need of regular supplies of this type for restaurants, catering, company events, business meetings, or simply stocking company coffee makers. This same point can also be made for many consumer goods. Many companies will order these products in bulk from wholesalers. Wholesaling is almost exclusively B2B.

Automotive. While most vehicles are sold to individuals, many are not. Other markets include tourism and rental agencies, agriculture, or company vehicles. In some cases, it could also include municipal transport (buses), government vehicles such as postal services and police, and even the military. Yes, for all intents and purposes, we can call those businesses!

Utilities. Companies need to pay their bills too, and electric companies, property managers, and others may also fall under this category. In places where services such as water or waste disposal are provided by governments rather than private companies, they may not be considered businesses. This can vary from location to location.

Electronics and IT. Individuals and companies both require technology to function. Computers, phones, printers, and many other devices, as well as the IT services

that go with them, are equally important across the board.

Real estate. Every person needs a home, and so does every business. In both cases, real estate companies provide the land on which we all reside, regardless of our purposes.

Many, many more industries can fall under B2B, B2C, and B2E categories than those listed here. If you're uncertain as to where your own company falls on this spectrum, just think about who your customers or clients are.

Remember: most customer service messages or comments on social media platforms such as Instagram, Facebook, or Twitter will likely be targeted at B2C industries. This is shifting as social media becomes more accepted as a business tool, but for now is still true. B2B companies may experience more engagement on LinkedIn.

Why Does This Distinction Matter for Social Media Customer Service?

Differences between B2B and B2C customer service can be vast and requirements can vary wildly across industries. Depending on your type of industry, your customer service on social media will look very different.

Remember:

1. This distinction helps you **prepare your social media customer service teams.**
2. It helps **send a unified, company message to all customers or clients based on your brand.**
3. You will have **a better overview of which social media platforms, styles, and features will likely work best for your company.**

A social media manager for a clothing retailer could likely offer a simple, concise response to a customer looking to return a shirt by directing the customer to the

online returns section of their website just by supplying a link to a form.

This interaction could take as little as a minute and requires limited product knowledge. However, unlike a customer returning a shirt, a marketing manager, whose company is paying a huge sum of money every month for premium analytics software, may expect a faster response and highly detailed instructions, as well as a call with their client partner.

In general, B2B social media service needs may include stronger relationships between company and client, more in-depth product knowledge, a lower volume of messages, and more specific online communities than their B2C counterparts.

It should be noted that the likelihood of our hypothetical marketing manager reaching out to their software provider with a direct message on Instagram is low, **but social media customer service**

is increasing in functionality and popularity every day, and your company should be prepared for the possibility of a paradigm shift.

A B2E company may face its own unique challenges. It might use multiple customer service lines specifically for individual consumers and larger enterprises.

For larger companies, there could even be multiple social media profiles and teams for the same platforms. A good example of this are Amazon and Facebook, which keep separate social media accounts for the general population, as well as accounts that are specifically for entities that use their business suites. Other strong examples include office supply stores, such as Staples Inc., which markets supplies designed for everything from industrial printers to Spider-Man backpacks.



Who Are These Templates For?

- ◆ Customer service teams handling their company's social media activities.
- ◆ Dedicated social media managers looking to save time on common, repeat inquiries.
- ◆ International teams looking for uniform English responses crafted by native speaking social media managers.
- ◆ Team leads looking to create custom social media responses for their teams.
- ◆ Basic training guidelines for new or less experienced team members.

Please note that these Q&A samples are intended to be generic. Your own needs will be unique to your brand, audience, and industry. All of these can be tweaked to your company's requirements.

How To Use These Templates

Fill out the blank boxes in this document with information that is specific to your company or product. These spaces include things like names, products, salutations, etc.

Or, use the blank templates at the bottom of this guide to craft your own complete, unique responses.

Then, ensure that your social media management team has quick access to this document or a copy for easy use.

If you choose not to use these as a copy-and-paste solution, these templates can also be used simply as inspiration or guidelines when writing your own English responses. Likewise, training managers may find them useful for giving newer team members some tried-and-true, "safe" material to work with while they get settled into their new positions.

Quick Links

Jump to a Category

- ▶ [Customer service inquiries](#)
- ▶ [Job inquiries](#)
- ▶ [General company information](#)
- ▶ [Public comments](#)
- ▶ [Damage control](#)
- ▶ [Positive messages](#)
- ▶ [Greeting and closing salutations](#)



Social Media Community Management Templates - Customer Service Inquiries 1/3

Some inquiries will depend on the structure of your company, but if your social media pages and "traditional" customer service lines (phones, emails, etc.) are managed by separate departments, it is often good to simply try to pass customers in need of help along to customer service via traditional paths.

Many social media teams fall under the umbrella of a marketing department and are not necessarily customer service pros.

Service complaint:

Q: I'd like to write a complaint about poor customer service at one of your locations! They were very rude!

A: Hello _____,

We're sorry to hear that you've had a negative experience at _____. Rude or disrespectful behavior among our staff is never what we stand for. We take our customers' concerns very seriously and will do what we can to rectify the situation as quickly as possible.

Would you mind giving me a little bit more information as to what happened?

Once again, we're deeply sorry for the inconvenience!

Best regards,

_____,

Service time complaint:

Q: I've been waiting for a reply to my support ticket for days and I'm getting impatient!

A: Hi _____,

I'm sorry to hear you're having a tough time reaching out to us. Our customer service team is currently managing a high volume of activity, so response times are a bit slow.

If you're comfortable explaining your issue to me, I can try to help find a solution. If we can't solve it here, I'll do what I can to speed up your support ticket to the right department so we can get you a faster response.

Our apologies once again.

Note that in messages that are expected to continue into lengthier conversations, such as this one, a closing salutation is not needed until the conversation is assumed to be fully completed.

Social Media Community Management Templates - Customer Service Inquiries 2/3

Product complaint:

Q: My purchase doesn't do what it's supposed to do! What gives?!

A: Hi _____,

We're sorry to hear that you're having a bad experience with _____. Our team is working diligently to make sure that this doesn't happen again, and in the meantime, we hope you'll bear with us while we sort things out. We will be sure to get back to you ASAP.

In the meantime, you can try _____.

We apologize once again,

Best regards,

The _____ team

Follow up with product complaints:

Depending on the circumstances, a follow-up reply may be in order. This is especially appreciated on social media because of the more intimate nature of conversations and the responsiveness of the customer or follower.

Hello again _____,

We just wanted to touch base with you about your last message regarding your _____ and ask whether the problem has been solved.

If you're still having trouble, we suggest trying _____.

If that still doesn't work, please let us know again and we'll come up with another solution.

Wishing you the best,

The _____ team

Reported issue with product or service:

Q: Is your product supposed to get hot and start smoking?

A: Oh no! That's definitely not supposed to happen. Thank you for bringing it to our attention. We're always trying to create better products for our users, while also keeping them safe. Would you mind sending us a bit more information about what happened?

We'll pass this information along to our _____ team right away and we will try to get back to you with an update as soon as possible.

Thanks for your patience while we sort this out!

Best regards.

The _____ team

Social Media Community Management Templates - Customer Service Inquiries 3/3

Working as intended:

Q: When I turn it on, it makes a funny noise. What's wrong with it?!

A: Hi _____,

Thanks for your question - we get that a lot. It sounds like it's actually working as intended, but we can definitely see why it sounds alarming!

We have a section on our website that addresses some of the more common questions that we receive. You can find more information here _____.

If you have any more questions please don't hesitate to ask!

All the best,

Known product problem:

Q: I love your app but I got a new phone and now it won't open. What's happening?

A: Hi _____,

We're sorry to hear that you're having trouble with _____. This is a known issue, and our team is working hard to solve it. We will be sure to make an announcement when everything is sorted out.

You can keep up on our changelogs and future updates by following our tech blog right here _____.

We apologize for the inconvenience once again and thank you for your patience in the meantime.

The _____ team

Not all companies' customer service teams manage social media, and not all social media teams are part of customer service departments. While their roles do sometimes overlap, it's important for non-service teams to pass off responsibility to customer service or tech support as quickly as possible for questions they cannot reliably or responsibly answer. This may be especially important in certain industries such as healthcare or legal.

Q: I can't figure out why there's a blue light!

A: Hi there _____,

We're sorry to hear that you're having trouble with _____. Unfortunately, our social media team is not equipped to handle customer service inquiries of this nature. For more information, we recommend that you reach out to our support team by following this link: _____

Best regards,

The _____ social media team

Social Media Community Management Templates - General Information Inquiries

Many, if not most, social media messages are simply intended to find basic information about the company or its products and can often be answered with simple replies with solutions.

Opening hours:

Q: When are you open?

A1: Hi _____.

Our stores are open from _____.
Our customer service teams are also available _____.

But, our website is open 24/7! So, feel free to come take a look. Here's a link:

_____.

We hope that helps and that you're able to find what you're looking for. If you have any further questions, please don't hesitate to send us another message!

Best regards from _____

Sometimes exceptional circumstances affect business operations. This can include construction, natural disasters, or events such as the COVID-19 pandemic, which has caused many companies to shut their doors.

A2: Hello _____.

Thanks for getting in touch. Unfortunately, our physical locations are currently closed due to _____.

In the meantime, you can place your order online by visiting our website here:

_____.

We're hoping to have our stores open again as soon as possible and greatly appreciate your patience in the meantime.

Sincerely,

Location information:

Q: Hello, I'm having a hard time finding your store's location. Can you help me?

A: Hi there _____,

Of course! We'd be happy to help. You can find detailed location information here on this page of our website. There you can also find our opening hours and information about public transportation and parking.

If you're still having trouble, feel free to send us your postal code and we'll be happy to help you find your way.

We're hoping to see you soon!

Best regards,

Social Media Community Management Templates - Job Inquiries

Due to the enormous popularity of major social media sites such as Facebook and Instagram, it is quite common for businesses to receive inquiries regarding jobs and applications. If your business does not accept applications via social media (most do not), you may find yourself needing to redirect messages with quick copy and paste responses frequently.

Direct to careers page:

Q: I'm looking for a job! Can you help me?

A: Hi there _____,

We're happy to hear that you're interested in working with us! Unfortunately, you can't apply here via social media, but you can learn more about careers at our company and how to apply at _____.

We wish you well in your search!

The _____ social media team

For data protection purposes, please note that some individuals may try to send CV or other application documents via social media channels. Whether your business accepts applications via social media or not, it is important to remove this potentially sensitive data from your social network inbox if possible. It may be advisable to inform the applicant that you are doing so.

Not hiring:

Q: Are you hiring?! I need a job!

A: Hello _____,

We're thrilled to hear that you're interested in working with us! Unfortunately, _____ isn't hiring at the moment, but we encourage you to bookmark our careers page and check back from time to time.

We periodically post new openings, so keep an eye out!

Best regards and good luck from the _____ team.

Checking on application

Q: Hi, I sent you my application for a job last week. Can you give me an update?

A: Hi _____,

We're happy to hear that you're looking to work with us! Unfortunately, our social media team can't comment on the status of job applications. Rest assured that our talent management team takes a very close look at every application they receive.

We will send them another quick note reminding them that you're still interested.

The application process can take a few weeks. If you still have not heard back in another week or two, please feel free to contact HR again.

Best of luck in your search from the _____ social media team!

Social Media Community Management Templates - Public Comments

Social media's value as a marketing tool and public forum is also its curse. Unfortunately, trolls can be found around every corner, and disgruntled customers or followers may not always decide to take their concerns to you in private.

Companies have been publicly shamed in the past for misdeeds perceived or otherwise, and while it hopefully never happens to you, being prepared for negative public comments is something every social media manager must be.

The best strategy for managing negative comments is by directing the follower out of the public eye and into a personal conversation. While there may be exceptions, for most companies, this should be the safest approach.

Q: This product is such a rip-off! I paid a lot of money for it and it never worked right! Scam!

A: Hi _____,

We're really sorry to hear that you're having trouble with _____. Would you mind sending us a private message so we can get to the bottom of your problem and hopefully find a solution?

Thanks!

Q: Do not use this company! Their customer service is not helpful at all!

A: Hi _____,

We're sorry to hear this. Would you mind sending us a private message here so that we can dedicate time to solving the issues you're having?

Our company is always looking for ways to improve its customer service, so we do appreciate your feedback.

Best regards,

The _____ team

Pro tip: Do not re-use the same copy-and-paste response multiple times in the comments section of the same post. Overuse can have the exact opposite effect and appear impersonal, awkward, and careless!

Social Media Community Management Templates - Positive Messages - It's Not Always Bad News!

For the most part, replying to positive messages and comments is easy and gives your team a lot more flexibility in the tone or casualness of your responses. Praise in comments sections generally doesn't usually require salutations, either. To some audiences, it may even seem a bit robotic.

Q: I absolutely love your product and have been using it for years!

A: We're so happy to hear that! Long-time customers make our world go round!

A: We never get tired of hearing it.

A: And we absolutely love you!

A: Oh wow, what drew you to choose _____, if you don't mind us asking?

If you can, try to keep the conversation going by asking questions or commenting constructively. And don't forget to add some color and life to your posts by throwing in an emoji or two.

While they have not been added to these templates, emojis can be a nice touch and grab attention!

These are just a few examples. When it comes to comment replies, creativity is in order and

template responses may not be necessary. If you experience an especially high volume of comments on your posts, try replying to only the most relevant, interesting, or those that appear highest in your comments section, and as always, try not to send the same reply to multiple people.

Private messages:

Q: Hi there! We just wanted to say that your product exceeded our expectations and that we're extremely happy!

A: Hey there _____,

We're so thrilled to hear that! Messages like this really make our day and we can't thank you enough.

We do appreciate receiving your feedback as well. If you have any suggestions for us or comments on how we might be able to make your experience even better, please don't hesitate to let us know!

Thanks once again for taking the time to send us such a wonderful message!

All the best,

Social Media Community Management Templates - Damage Control

In cases such as these, a post on your social media pages could receive a tidal wave of comments that all express similar sentiment. This is not something that a pre-written template can truly prepare for, but it may rapidly become essential to have a fast, dedicated response to such circumstances. In some cases, such scandals can go on for some time, and a unified response may be in order.

Example:

An oil company's tanker has experienced a massive leak in the Arctic Ocean, sparking an environmental catastrophe. Social media users are flocking to the company's social media pages by the hundreds of thousands leaving countless negative comments, sending message after message of anger and profanity, and making life a waking nightmare for the company's social media managers and service teams.

The media craze may die down in a month or two, but the Internet never forgets and both public comments and private messages come rolling steadily in for years to come. This team needs to be able to access a well-crafted response from a prepared statement.

If the worst happens, we suggest using a blank template to craft an easy access response for your team. For convenience, blank, fully customizable templates can be found in the section below.

Note: Remember to carefully align messages like this with your PR experts. In many cases, they may prefer to craft this response for your team themselves. As many PR agencies have little contact with or experience in social media, it can at times be your team's responsibility to communicate the importance of your social media response in crisis management, and to report on public sentiment regularly.

Any customer service representative can tell you that most of the time you're dealing with people's problems, complaints, and other negative comments. Most satisfied customers are not going to reach out to your social media pages directly to thank them for awesome products or service. But it does happen!

Thankfully, sometimes you'll receive genuinely positive feedback or praise, especially in the comments sections of your pages.

From a customer service standpoint, replying to your fans directly is a fantastic way to foster dialogue between individuals and their favorite brand - you! This keeps fans coming back and fosters brand loyalty, and it gives your team a boost of self-esteem!

Not only that, positive engagement on your part is simply good social media practice netiquette. Platforms such as LinkedIn, and Instagram do monitor activity fostered by dialogue between followers and pages, so good responses could potentially give you a boost to your organic reach.

Salutations

Does this conversation call for "dear?", are we overusing "best regards"?

Hey? Hello? Hi? Nothing at all? Do we use the first name? Second name? Mr. or Mrs? What about inclusivity and gender pronouns?!

Sometimes, all that is needed is an uncomplicated guide to greeting and closing salutations. This part can be difficult for native English speakers and second language speakers alike, but it is important to get right because not doing so can come across as very strange.

Determining this tone and style may seem like a relatively small detail but remember that these are literally the first words your customers or social media followers are going to see after they send you a message, and first impressions matter. Furthermore, they should reflect your brand's message architecture

Generally speaking, social media salutations are far more casual than traditional letters or even most emails, but it is still important to remember who your audience is and what your company's brand image is. It's also important to be consistent across community managers, so tone should be established by the team in advance.

Greeting salutations:

Generally, hi, hello, good morning/afternoon/evening are all acceptable. "Hey" is also becoming increasingly accepted and provides a casual tone often suitable for social media.

"Dear _____" is considered a bit more formal for social media purposes, but is still generally acceptable.

"Dear Mr./Ms/Dr. _____," is a much more formal tone and is generally not needed for most customer service situations. It is better suited to letters or emails. It may still be suitable for companies that wish to brand themselves in this way. It is often best to avoid gendered pronouns entirely.

For non-native English speakers, please note that the opening salutation always ends with a comma (,) and the first word of the body text is always capitalized unless there is a rare, stylistic reason for it not to be.

Closing salutations:

You may have noticed that throughout the above responses, many of them feature „best regards". This is a reliable, multipurpose ending salutation with which it is hard to go wrong. It is almost always safe for most circumstances.

Other situational closings could include:

Casual:

"Good luck!"

"Were wishing you all the best,"

"All the best from the _____ team"

Formal:

"Sincerely,"

"Yours sincerely,"

Depending on your company's preference and your community managers' preferences, you can also use your names to add a distinctive touch to your closing salutations.

Conclusion

A personal touch when dealing with comments and messages on social media can still be preferable to pre-generated responses and we would never want to discourage you from creating high-quality, dedicated replies that make your followers feel cared for.

But when your customer service or social media teams are facing a high volume of similar, repetitive, or very basic questions and just don't have the time to write individual responses to every one of them, make sure they have a copy of this guide.

Furthermore, these standards can be a great way to acquaint new employees with your conversational style.

It's important to remember that tone can be everything. Your customer service and social media team(s) should be unified on the way that you respond to comments and messages on social media. This tone can vary greatly from company to company; some being extremely formal, and others being humorous and ultra-casual in nature.

A few other basic things to remember:

- 1** Think about **how you'd like to be treated by a customer service team** on social media.
- 2** Always **try to find a helpful response** that provides specific links, or, if reasonable, offer to investigate specific inquiries yourself.
- 3** The **customer does not know what's going on in your office.**
- 4** **They probably don't hate you**, they're just grumpy and that's likely not your fault.



Want To Put Your New Templates to the Test?

If you're looking for other ways to simplify your community management and respond to messages and comments across all your social media pages in one place, Facelift's moderation features provide you with a one-stop hub for managing, sorting, and assigning community management tasks.

Facelift's "Care" tools allow you to give specific tasks to different teams or individual team members, making it easy to pass technical inquiries to tech support, job inquiries to HR, or anything else you need to keep your social media efforts running smoothly.



The Leading All-In-One Social Media Marketing Solution

Facelift is a multi-certified software solution featuring all components for professional social media marketing. This tool is ISO27001 certified and thus meets the highest IT security standards. With over 250 employees and more than 2000 global customers, Facelift offers the world's leading technology for social media marketing from Europe. We are also an official partner of Meta and Pinterest, as well as a provider of WhatsApp Business.



Supported Social Networks



Security Certifications



Social Media Partners

