

Simple Steps to Social Media Success

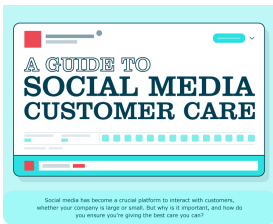
I recently came across the [infographic below at Entrepreneur.com](#) in an article related to the customer service woes of Cracker Barrel and United Airlines that I mentioned [on the blog](#).

While many of you may see the principles and stats in the infographic relating to the business side of customer service, there are several items applicable and translatable to local churches. Here are just four of them:

1. **Our perception of our church may not match our community's perception of our church.** There's a massive difference in the amount of companies (80%) who believe they offer great customer service and what the actual public thinks (8%). Is there an imbalance regarding your church's reputation? Do you truly know how your church is viewed in the community? Is your church really "the friendliest church in town" like you think it is?
2. **Experiences your members have at your church should make them want to invite others to join them there.** When we have a great experience or great meal at a restaurant, we tell our friends. Does the weekly worship service, the community built in small groups, or the life-change experienced on mission with those in your church motivate members to tell others about it? Are your members walking billboards for your church and their Savior?
3. **Leaders and staff should be responsive to questions or comments from members.** If your staff is involved in the daily lives of members, there will naturally be ongoing conversations about what's going on in the church. Do your members feel informed and involved in the decisions of the church? Or do they feel like things are run behind closed doors?
4. **Communications from your church should be personalized as much as possible.** When your church sends out emails or mailings, the information that is being shared should convey warmth and fondness. Personalization of communications can make the difference in people understanding and retaining the information or ignoring it completely. Is your welcome letter to guests personalized? Do you tailor messages to different groups or do you blast out information regardless of who the audience is?

I understand there is a difference in customer service and communication to church members and guests. I also realize church members shouldn't have a customer mentality. But this infographic below sheds quite a bit of light on some simple practices that can be adapted for churches that will allow them to communicate more effectively with their members.

What other takeaways can you infer from the infographic below? Does your church already do some of these?



Social media has become a crucial platform to interact with customers, whether your company is large or small. But why is it important, and how do you ensure you're giving the best care you can?

Why social media customer care matters

80% of companies believe they deliver superior customer service, but only 30% of customers think the same. The figures below demonstrate further why it's crucial.

\$41 bn is lost each year by U.S. customers due to bad customer service.¹

33% of social media users prefer to use social media rather than calling customer service.²

Customers who receive a same-brand response through social media spend **20-40% more.**³

If the service is good, 48% of people will tell friends about the customer experience on social media. But what steps can you take to ensure your customer is always a happy customer?

A 10-step guide to giving excellent social media customer care

Some companies have entire teams dedicated to social media. Not everyone has those resources, so we've put together some simple steps you can start using today.

1 Always respond to customers.

70% of complaints on Twitter go unanswered, which is hard on the customer's future.⁴

How: Take comments seriously and reply in a polite tone. 47% expect a direct response.⁵

2 Prioritize messages using the tag feature on Sprout Social.

It can save time by prioritizing customers that need a response quickly.⁶

How: Work out a priority system, dealing with high-priority issues first.⁷

3 Respond to messages within 1 hour.

42% of customers who complain via social media expect a response within 60 minutes.⁸

How: Acknowledge their message and let them know you're looking into it.⁹

4 Use people's names and sign off your messages with your own.

This will create a personal and friendly tone.¹⁰

How: Put a simple "Hi [customer name]" at the beginning can make all the difference.

5 Retweet or share positive responses or resolved actions.

This helps create a positive image and acknowledges your customers.¹¹

How: Scan for positive feedback and positive mentions of your brand, but don't go overboard.

6 Take messages to a private setting when topics get sensitive.

A lot of social media is public, and should not be everything broadcast to the world.¹²

How: Consider direct messages, but make sure the customer knows to use a different channel.¹³

7 Monitor your brand name and respond when not directly mentioned.

Looking for and responding to direct mentions shows you're paying attention.¹⁴

How: You can cover keywords and phrases with programs such as Hootsuite or Sprout Social.¹⁵

8 Look for opportunities to follow up with FAQs or articles.

The way that people to other aspects of your business, giving you an opportunity to get beyond standard service.¹⁶

How: Questions you receive often include in your FAQ to save time.

9 Do not engage with trolls.

It is easy to get into heated online arguments, and these never end well.¹⁷

How: Trolls will use confrontational language and refer you to the DMs, simply ignore them.¹⁸

10 Measure your success using social media analytics such as Sprout Social.

This can track your reach and engagement rate, as well as average response time.¹⁹

How: You can track out free trials, Twitter and Facebook also feature their own free analytic sites.

Putting time and energy into your brand's social media presence can really pay off. Now, give our tips a try and get started!

Sources:

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