

**KEEPERS OF YOUR COMMUNITY BRAND:  
HOW TO LOVE THE HATERS**

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- Build Event Attendance
- Promote Member Companies
- Recruit New Members
- Advocate for Policies
- Attract New Businesses & Investment
- Sell Your Value

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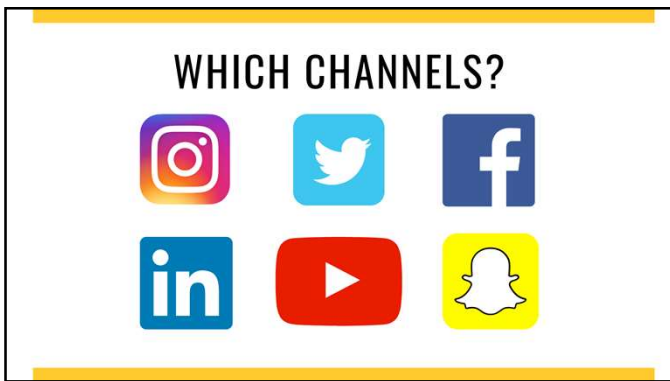
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# WHY A BUSINESS PAGE?

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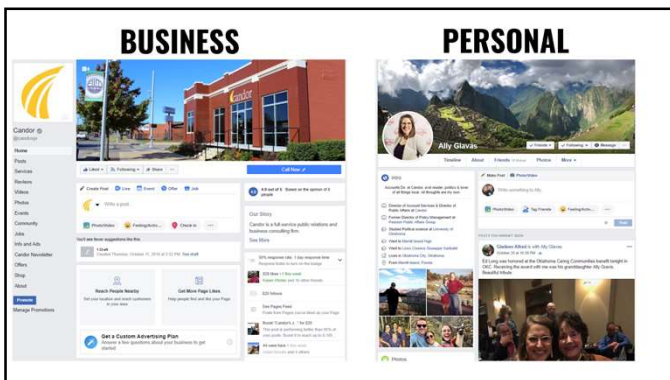
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**2%**  
OF FOLLOWERS WILL SEE  
ORGANIC CONTENT

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- SIGNAGE
- TRAFFIC
- ECONOMIC DEVELOPMENT
- SCHOOL FUNDING
- LACK OF JOBS
- TOO MANY/NOT ENOUGH TOURISTS
- EVENT CANCELLATIONS
- NATURAL DISASTERS
- MISMANAGEMENT OF FUNDS
- EMPLOYEE MISCONDUCT

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**Okaloosa County Sheriff's Office**  
Like This Page August 11

The Okaloosa County Sheriff's Office has charged a former Crestview Area Chamber of Commerce President with stealing more than \$77,000 in Chamber funds while serving as both Chamber President and Office Manager.

45-year old Valerie Lott of Crestview turned herself in this afternoon at the Okaloosa County Jail on a charge of grand theft over \$20,000 and less than \$100,000.

An OCSO Investigator... See More

97 Comments 270 Shares

Like Comment Share

**Alexander Covella** Both she and her husband were my neighbors for many years ago until a few months ago. Always looked out for our house and helped us out, no questions asked. Took care of my dog when she dug a hole and escaped. Always looking out for us and our house she... See More

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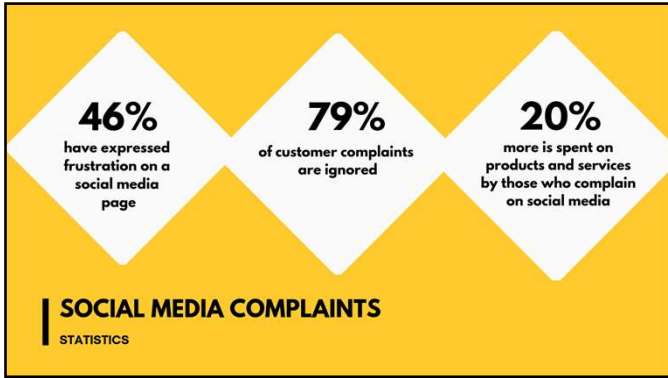
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**WHAT ARE MY OPTIONS?**

- Duck and Cover

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## WHAT ARE MY OPTIONS?

- Duck and Cover
- Delete Comment/Block User

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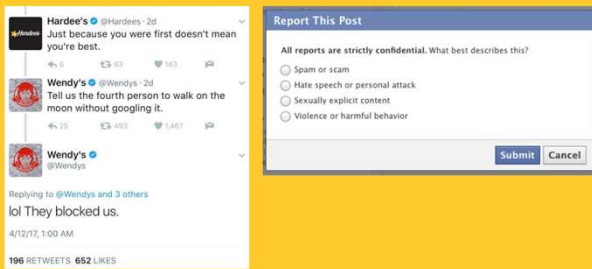
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## DELETE COMMENT/BLOCK USER



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## WHAT ARE MY OPTIONS?

- Duck and Cover
- Delete Comment/Block User
- Hide the Comment

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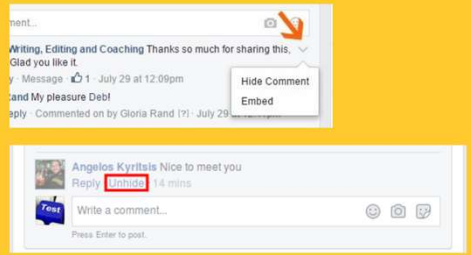
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## HIDE THE COMMENT




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## WHAT ARE MY OPTIONS?

- Duck and Cover
- Delete Comment/Block User
- Hide the Comment
- **Fight Back**

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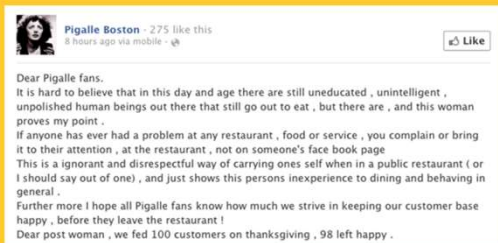
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## FIGHT BACK




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## WHAT ARE MY OPTIONS?

- Duck and Cover
- Delete Comment/Block User
- Hide the Comment
- Fight Back
- Engage Politely

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## ENGAGE POLITELY



**Kaan Kadioglu**  
You guys have the worst customer service I have ever experienced. Hands down. Either that or the customer service number I've been calling all week on your website is some other company pretending to be Pottery Barn to give you a bad name. Wow!  
Like · Comment · 18 hours ago near Chicago, IL

**Pottery Barn** Hi Kaan: We're sorry to hear of your experience and would appreciate the opportunity to turn this around. Please send us an email to support@potterybarn.com with your order details and we'll be in touch. Thanks!  
Like · Reply · 7 hours ago

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## ONLINE REVIEWS



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LEAVE 'EM OFF OR KEEP 'EM ON?

| <b>OFF</b>   | <b>ON</b>   |
|--|---|
| <ul style="list-style-type: none"> <li>• It's less work</li> <li>• Say goodbye to the trolls</li> <li>• You can't hide reviews &amp; recommendations</li> <li>• No more unexpected crises</li> </ul> | <ul style="list-style-type: none"> <li>• More transparent, professional and authentic</li> <li>• Positive reviews could attract more members</li> <li>• It's the ultimate form of customer service</li> </ul> |

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**HOW TO PREPARE FOR THE HATERS**

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|  |  <b>Start Social Listening</b>                                  |
|  |  <b>Set Response Time Goal</b>                                 |
|  |  <b>Create Notification Protocol</b>                          |
|  |  <b>Proactively Communicate About Potential Controversies</b> |
|  |  <b>Shift to Opportunity Mindset</b>                          |

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QUESTIONS?



@CANDORPR

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