

## **Guidelines for Handling Social Media Missteps**

Just like in every day conversation, mistakes on social media can happen to anyone. The way you respond in these situations will dictate the effect they have on your social media efforts and overall brand. Whether you notice that someone has made small offenses such as posting on the company page by accident or made a spelling error, to larger missteps like making statements that could be misconstrued or taken out of context, there's no need to panic. There are several ways that you can minimize the likelihood of these types of situations arising and be prepared to handle one.

Best practices that will help minimize potential missteps:

- Create a social media policy outlining who has access and what is and isn't tolerated
- Monitor your page regularly
- Always double check what you've written
- Avoid topics that can be divisive such as politics, religion, and race
- Wait to jump in on a trending topic or hashtag until you've researched it
- There is no reason to jump into current events that don't pertain to your practice

Best practices that will help minimize the effects of missteps:

- Identify your response options should complaints or comments require immediate action
- Grammar errors and/or other minor descriptive issues should just be corrected, there is no need to call attention to them
- In most circumstances we recommend that you don't simply delete and ignore; in a world of screenshots and captures, someone may have seen the mistake
- Move the post further down your feed by adding new content

Having a clearly defined social media plan in place is the most important step to minimizing confusion online. Our resource module, [Guidelines for Defining Social Media Policies](#), can help you establish a plan. If you encourage your team to work together to make sure that they are communicating in a consistent manner and are proofreading posts before they are shared, you will help avoid minor mistakes. By having a set of responses identified and understanding your correction options, you'll be able to resolve any uncomfortable situation that may arise. Sightpath is here to help, contact us if you need assistance in resolving specific situations.