

How Should You Respond To Negative Comments On Social Media?

About the Author: [QS Digital Marketing](#)



So, what should you do with negative comments on social media? Ignore them? Apologise? Argue with the poster?

Your response depends completely on the nature of the comments and the specific situation. The context will, of course, be something only you and your business can really understand, but before we go through our tips...

First things first, should you reply to criticism?

In a word: Yes.

It's impossible to evade criticism nowadays; there are simply too many review sites for you to keep anything quiet. Word-of-mouth recommendations mean so much more than they used to pre-internet because one harsh comment can spread around the globe instantly.

If someone criticises your business, it's important to respond and to respond constructively. Not only is this good customer service, but it also reassures anyone who stumbles on these comments that you do care and that you actively try to resolve negative situations.

In addition, leaving criticism without a reply merely serves to reinforce their statement.

How should you respond to criticism?

Again, this is totally dependent on the situation. There are a number of different options.

You can:

- Reply publicly
- Reply privately
- Be serious
- Use humour

Publicly vs privately

Replying 'privately' doesn't mean *completely* privately, it just means carrying out most of the conversation through direct messages rather than on public posts. It's a brilliant tool for people who are abusive, or for sensitive matters.

To take this route, reply publicly that you're sorry for their experience and that you've sent them a private message so you can resolve the situation.

For smaller issues and, hopefully, less irate people, replying publicly is a great way to show what a helpful business you are. If a situation seems like it can be resolved easily and it doesn't look like it will escalate, doing so in the public sphere can also be a good way to promote your customer service skills.

The other major occasion in which you should reply publicly is if the person has made unfounded allegations against your business. You don't want to leave those kinds of comments hanging around without a rebuttal.

In these situations, you can either converse entirely in public, or you can offer a rebuttal of their allegations and ask if they'd like to speak privately to resolve the matter. Use your judgment to work out which method would work best.

Serious vs humorous

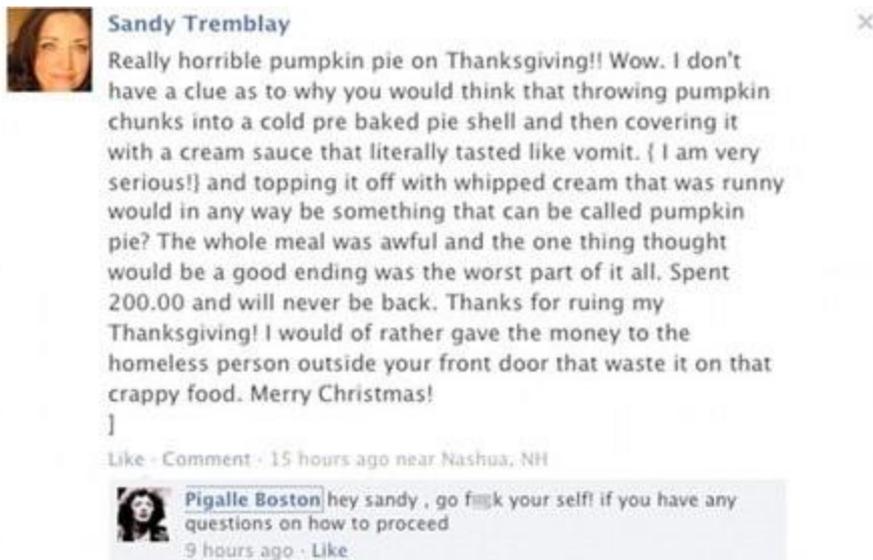
Humour can be a perfect way to show the lighter side of your institution. Be careful though, as it's only appropriate in certain situations and you have to be sure your use of humour will go down well.

Analyse the tone of voice in the criticism that's been made and decide if it's a person who might respond well to humour *or* if it's the kind of comment to which the rest of your audience would appreciate a humorous comment.

If in doubt, stick with a serious response; it's difficult to go wrong with that.

Just make sure that you're never abusive, even if the person posting is. Always keep the high-ground, as responding emotionally or aggressively will make your business look childish and petty, and that's surely not the image you're trying to cultivate.

Take a look at this example from a US restaurant:



The comment is awful, but the response is even worse. Regardless of whether her allegations were unfounded, being rude just makes you look petty and childish. One negative comment wouldn't necessarily stop people visiting this establishment, but that response certainly might.

Deleting comments

Never, ever delete negative comments.

It's unlikely to make the person go away, and it may just incentivise them to post more. Negative social media contact isn't something you can erase.

Some guides recommend asking posters to remove their comments after you've solved the situation. Generally speaking, however, there's no real harm in leaving resolved issues on your profile, if anything this shows your willingness to rectify problems.

If you do decide to go down that route, make sure you've fully resolved the problem first – no one is going to remove a complaint which hasn't been dealt with.

Should you take a moral stance?

Of course, taking a moral stance can split your audience, but it can also create a much stronger following.

American Airlines is a good example of this. Last year they were questioned by a customer as to why they'd changed their profile picture to a rainbow flag. They replied that it was in support of Pride Month, leading to the customer articulating his dissatisfaction with that decision.

This was their response:



The company's response is perfect, choosing not to argue without detracting from its moral cause. American Airlines is sorry he's disappointed, but that's it.

But once again, whether you do this or not depends on the values of you and your business. It's worth working out a set of guidelines for your social media staff, so you can present a common image.

Not everything will be tagged

The thing about social media is that you can't necessarily wait for someone to contact you; quite often customers won't use your @handle in tweets or post comments directly onto your Facebook page.

It's therefore advisable to check searches for your business periodically and respond to any feedback accordingly, even if it isn't actively directed at you.

When it comes to negative comments, this approach shows that you're willing to foster a conversation and actively seek to solve issues. With positive comments, it offers a great way to interact with happy customers and build up a better image for your brand.

Hopefully, these examples will have given you a good base in how to respond to negative criticism online. Always bear in mind that social media is a two-way form of communication and not just another outlet for your promotional materials and content. To maintain a successful presence, you need to make sure you're part of the conversation.

Managing Positive Reviews

Responding to positive reviews is just as important as responding to negative reviews. However, many businesses wonder why.

Why respond to a good review?

If a good customer leaves a glowing five-star review, it can't get any better than that, right? Actually, it can. Responding to a positive review is an easy way to engage with happy customers that benefits both your brand identity, and your one-to-one relationship with that customer. Remember, online reviews and review sites are public, so the positive conversations that happen about your brand here can do wonders for your business!

Here's why you should *always* respond to a positive review:

- *It's the polite thing to do.* If a customer gave you a compliment in real life, you would say thank you. It's only polite. And with an online review, the compliment is public. So be extra nice!
- *Everyone is looking.* 92% of consumers now read online reviews. The public, including potential future customers of the business, may read this review. Replying to the review is a chance to speak to these people too, and do some subtle marketing
- Actively creating, and engaging with, positive online conversations about your brand and the local community can encourage others to participate in that conversation, and generate more buzz and visibility for your business
- *It affects search rankings.* By replying properly, you can improve the SEO ranking of the review, and help the review show up in search results for a business

Okay, so we know that responding to positive online reviews is a must. So how can your business hit your review responses out of the park and get in some good marketing?

How to respond to a positive review (4 steps)

Step 1: Thank the customer for the positive review and be specific.

Ensure the reviewer knows a real person is behind your reply by thanking them for something specific they said. *"Thanks for leaving a review, and mentioning our barista Jodi. You're right, she is always smiling!"*

Step 2: Use the business name and keywords in your review response to the good review.

Using the business name, category and location in your response will help the positive review appear in search results. *"The team here at [Business Name] is thrilled to hear such good feedback, and we're proud to be one of the cosiest [coffee shops] in [city name]."*

Step 3: Add a little marketing to your review response.

Your reply is public and will be read by others, including future customers, so throw in some marketing! Mention a behind-the-scenes reason they had a great experience, or a new feature or promotion. *"Did you know we just started a free coffee card?"*

Step 4: Invite customer to do something in your response.

Ask the customer to return, use another service or spread the word. *"Next time you're here, you should try the [insert product here]!" "We hope to see you again soon, and bring a friend!"*

Positive review response example

The screenshot shows a Facebook post from Chona, who reviewed Amy's Restaurant with a 5-star rating one month ago. The review text reads: "Glad we strolled along the bay and got to see this resto. Hubby and I always love to try out different restos in different places so we decided to try Amy's. And we were not disappointed, everything was excellent! From the place with the view of the bay, the friendly and cool staff, the service and of course the foods! It's our best gourmet burger ever. Surely, we will come back..." Below the review is a photo of Amy's Restaurant, which includes a close-up of a burger and fries, and a wider shot of the outdoor seating area with umbrellas. The photo shows "4,127 Likes" and "16 talking about this". Below the photo are buttons for "Like", "Comment", and "Share".

Chona reviewed **Amy's Restaurant** — 5★
1 month ago

Glad we strolled along the bay and got to see this resto. Hubby and I always love to try out different restos in different places so we decided to try Amy's. And we were not disappointed, everything was excellent! From the place with the view of the bay, the friendly and cool staff, the service and of course the foods! It's our best gourmet burger ever. Surely, we will come back...

Amy's Restaurant
4,127 Likes
16 talking about this

Like Comment Share

Chona

Amy's Hello Chona, thank you for the wonderful review! We're so happy you and your husband enjoyed the burgers - did you know we only use all natural Angus beef with no hormones or antibiotics? Next time, we recommend you guys to try some of our seafood dishes - we're sure they will make your next date night unforgettable!
April 22, 2015 at 3:53pm · Like · 1

Chona Wow! That's another good news coz we are really trying hard to eat healthy stuffs as much as possible.. And yes, surely we will try your seafood dishes next visit and another dish for the next coz I know hubby will be glad to keep on coming back..
April 22, 2015 at 4:33pm · Like

How to get more positive reviews

A great way to build trust and visibility with your business online is to cultivate a strong, positive online presence. How? Through positive reviews!

The more positive reviews you have, the less detrimental negative feedback will be on your brand when you do receive it. (We all know you can't please everyone!)

Ultimately the best way to get more reviews is to ask! People love sharing their opinions, and happy customers will take the time.

They key is timing. If the business asks when the customer is *most pleased* with the product or services, the reviews will have the best chance of being very positive.

ASK IN PERSON: You can place a review reminder on the receipt, or at the checkout, or on the delivery slip. You can give a reminder card to the best customers. You can even hand out cards at the till that encourage customers to leave a review of their experience.

ASK ONLINE: You can encourage customers to leave feedback online through email, text, and more. Not only were they encouraging the reviewer, but also letting all the other readers of that review know about their great dishes. Nice work, Amy's!

Managing Negative Reviews

Negative reviews can be crippling to a local business—especially if the business has few reviews to begin with. Even worse? Negative reviews that go unresponded to. Don't let those online wounds fester! Dealing with negative reviews doesn't have to be hard, and it can even be leveraged as a marketing and branding opportunity.

Why respond to a negative review?

Unfortunately, you can't just ignore a bad review until it goes away. In fact, ignoring an unpleasant review can make things worse!

Remember

- You're not just replying to just the one reviewer. You're speaking to everyone who reads this review, including potential future customers.
- Replying is your opportunity to make things right. If a customer brought a complaint to you in person, you would try to make it right. The same goes for online reviews—despite the impersonal nature of online reviews, it's not over just yet. You can turn this thing around!
- Replying shows other readers you are not shady or neglectful to feedback, and have taken steps to ensure this problem won't happen to the next customer.

The best thing to do when you receive a bad review is react quickly and strategically. Here's how your business should respond to negative reviews, and make the most out of a less-than-pleasant situation.

How to respond to a negative review (4 Steps)

Step 1: Apologize and sympathize in your response to the negative review.

Acknowledge the customer's concerns. Even if they are unfounded, show sympathy that they had a bad experience. *"I'm sorry to hear about your bad experience."*

Step 2: Insert a little marketing in your response to the bad review.

Explain what your customers usually experience. *“We’re normally known for our exceptional attention to detail, and we regret that we missed the mark.”*

Step 3: Move the conversation offline.

Provide contact info with someone at the business so they can discuss the problem in person. *“My name is [name] and I am the [Owner / Manager]. If you’d like to discuss this further, please contact me at [phone number / email].”*

Step 4: Keep your response simple, short and sweet.

Don't go into too much detail or ask any questions. This will prevent saying something that might cause the upset customer to add more negative feedback by replying to the review. Three sentences for your whole reply is a good rule of thumb.

BONUS: Don't include the business name or relevant search keywords.

You don't want this review showing up in search results!

Negative review response example

So what does a good negative review response look like in action? Check it out!

Here, this dealership is handling this scathing review the best way possible.



The screenshot shows a Facebook review from Heather, dated January 19, with a 1-star rating. The review text reads: "So disappointed that this dealership and service center have forgotten it is about customer service. We are never going here again and suggest that others demand respect when they are handing over hard earned money." Below the review are icons for Like, Comment, and Share. The response from Honda of Thousand Oaks, dated January 20 at 10:47am, reads: "Hi Heather, we would like to apologize for your negative experience at our dealership. We'd like to learn more about your specific situation and make things right. If you wouldn't mind giving us a call at (805) 371-5582 at your earliest convenience, it would be greatly appreciated. We look forward to speaking with you and working towards earning back your business." The response also has a Like button.

The power of negative review response

The best thing you can hope for when responding to negative reviews is to have that unhappy consumer revise their initial review when their complaint is dealt with.

Below, a customer updated his review to 4-stars after the general sales manager contacted him and resolved the problem.



That just goes to show that you should never ignore a negative review—as each one presents a possibility for not only some good brand marketing, but also presents an opportunity for receiving more positive feedback after the customer's issues are resolved!

How to remove bad reviews on Google and Facebook

Unfortunately, not everyone is going to have a great experience at your business, and you're inevitably going to get some negative reviews along the way. This post covers how to respond correctly to these negative reviews, but reviewers can cross the line at times. You may face situations where it's appropriate to try to remove reviews that violate the guidelines of the platform they were left on.

Google and Facebook are two of the top the top review sites and therefore key platforms to focus on. These are the most common places on the web for customers to research companies or products and share their experiences with others. They're reading what's said about your business, and this means you need to be active and understand the nuances of dealing with bad reviews on each platform.



Google

Google reviews are high-profile and can contribute to local SERP rankings. This makes them a highly valuable area to focus your reputation efforts on. While the social element of Google reviews is almost non-existent compared to Facebook, you still can (and must!) respond to all reviews, especially negative ones. Here are some of the essential steps to removing bad reviews on Google.

How to remove bad Google reviews

Step 1. Evaluate the content of the review

There are a few routes you can take to attempt to remove a negative review from Google. Things you need to determine first are: Can the reviewer be persuaded to take down or change their review? Is the review making malicious, false claims? Does it violate Google's content guidelines?

Step 2. Ask the reviewer to remove or change their review in an offline (private) conversation

You may be also able to get the reviewer to remove or change their review, and this is a good place to start. Begin by contacting the reviewer offline to determine their concern. If you can fix the issue, try to do so and then ask them to modify the review (if you think now you can convert this to a positive review). Otherwise, ask them to remove it.

If you're able to identify and resolve their concerns, you may even be able to salvage the relationship and turn a negative review into a positive one with some superior customer service and a little luck!

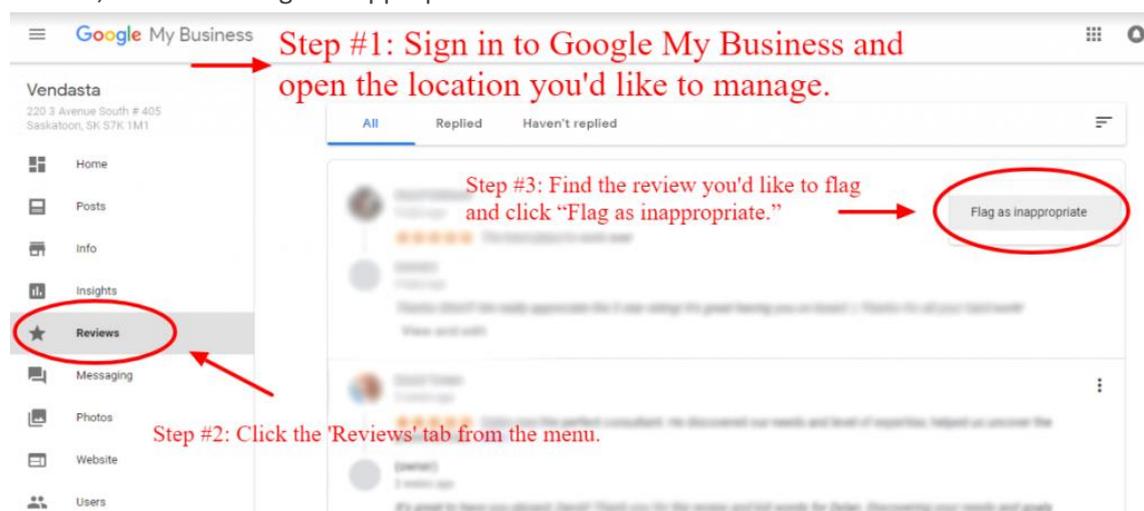
Step 3. Flag the review if it violates Google's content guidelines.

Google's content guidelines require platform users to play nice, which means that spam isn't tolerated, and users need to refrain from using sexually illicit language, hate speech, and other off-limits behaviours. If you believe that a review has violated any of Google's guidelines, you can report it to their moderators through your business account.

To report a negative Google review,

1. Sign in to Google My Business.
2. If you have multiple listings, open the location you'd like to manage.
3. Click Reviews from the menu.

4. Find the review you'd like to flag, click on the three vertical dots in the upper-right corner of the review, then click "Flag as inappropriate."



If the review can be counted as slander and false, you can also fill out a Google form for a legal removal request. The requirements for these may require help from a legal professional to complete.

Step 4. Respond publicly if the review wasn't changed or removed

If you weren't able to resolve the issue with the customer or have the review removed by Google, now's the time to respond to the review.

Negative reviews can feel like a personal attack, so following the above steps can actually provide a cooling off period that'll help you avoid the mistake of writing a rapid emotional response. Once you've exhausted the options in steps one and two, follow the steps in the How to respond to a negative review (4 Steps) section of this post.

Keep in mind that Google's review flagging process can take some time, so be sure to stay on top of it (see Step 6) so that you don't leave the negative review hanging out there too long without a response. If you feel the need to add a temporary placeholder response while you wait for Google's determination, add a brief, polite response. You can update it later if Google refuses to remove the review.

Step 5. Get more positive reviews on Google to bury the negative review.

You may be able to remove some negative reviews, but for those that remain, the best course of action is to first respond appropriately, as outlined above, then surround it with glowing reviews about how amazing your business is. Google doesn't prohibit asking for reviews, but their guidelines request that you 'Don't discourage or prohibit negative reviews or selectively solicit positive reviews from customers.' This references 'review-gating', the process of filtering candidates before asking

them to leave you a review. So for Google, asking customers for feedback is OK in general, as long as you don't filter the feedback you get.

Step 6. Monitor the status of the negative review

Make sure you stay on top of the situation. Were you able to resolve the issue and convince the customer to remove the review or give you 4-5 stars? Did Google remove it for you? Were you able to organically generate more positive reviews through your stellar customer experience?

Google allows you to call to follow up on your flagged review status. To do so, go to your Google My Business home page. At the bottom of the menu on the left-hand side there should be an option for support, which you can click and check the status of your review.



Facebook

The social element of Facebook reviews is strong. You need to be especially aware and careful with negative reviews here because pissed-off customers can really take it to the next level by blasting your business to their local friends. You may also get customers chiming in on specific negative Facebook reviews, which isn't possible on the Google or Yelp. This makes it crucial that you closely monitor and actively respond on this highly-active social platform. Here are some of the essential steps to removing bad reviews on Facebook.

How to remove bad Facebook reviews

Step 1. Evaluate the content of the review

There are a few routes you can take to attempt to delete a negative review from Facebook. Things you need to determine first are: Can the reviewer be persuaded to take down or change their review? Is the review making malicious, false claims? Does it violate Facebook's community standards? Is your reputation so terrible that you need to disable Facebook reviews altogether (IE - the nuclear option)?

Step 2. Ask the reviewer to remove or change their review in an offline (private) conversation

You may be also able to get the reviewer to remove or change their review, and this is a good place to start. Begin by contacting the reviewer offline to determine their concern. If you can fix the issue,

try to do so and then ask them to modify the review (if you think now you can convert this to a positive review). Otherwise, ask them to remove it.

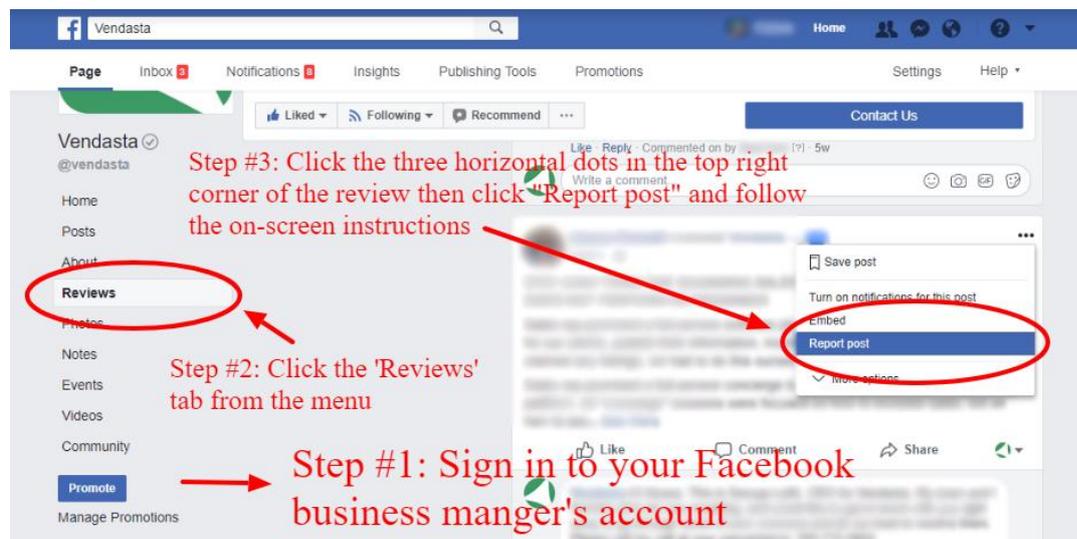
If you're able to identify and resolve their concerns, you may even be able to salvage the relationship and turn a negative review into a positive one with some superior customer service and a little luck!

Step 3. Flag the review if it violates Facebook's community standards.

Facebook's community standards require platform users to adhere to a list of minimum standards to participate in the Facebook community.

If you believe that a review has violated any of Facebook's standards:

1. Go to the review and click the three horizontal dots in the top right corner
2. Click "Report post" and follow the on-screen instructions. Your report will then be reviewed by Facebook and they may remove the review if it doesn't follow their guidelines.
3. You'll be prompted to select one of the following options: "It has nothing to do with this Page" (which indicates it's a fake review from competitors or people who were never customers), and "I think it shouldn't be on Facebook" (which is in the discrimination, personal attacks, etc. category) Pick the one that best fits your situation. You may be prompted to expand on the issue and go into more detail.



You can also opt to disable your Facebook reviews tab, although this is not a good look for your business either. First, you're rejecting any positive reviews that customers may want to leave. It also gives the appearance that you have something to hide, which savvy customers will pick up on. You can, however, turn this feature off and on, so hiding your Facebook reviews temporarily is an option.

Step 4. Respond publicly if the review wasn't changed or removed

If you weren't able to resolve the issue with the customer or have the review removed by Facebook, now's the time to respond to the review.

Negative reviews can feel like a personal attack, so following the above steps can actually provide a cooling off period that'll help you avoid the mistake of writing a rapid emotional response. Once you've exhausted the options in steps one and two, follow the steps in the How to respond to a negative review (4 Steps) section of this post.

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Step 5. Get more positive reviews on Facebook to bury the negative review.

You may be able to remove some negative reviews, but for those that remain, the best course of action is to first respond appropriately, as outlined above, then surround it with glowing reviews about how amazing your business is. Facebook doesn't prohibit asking for reviews, but if you're asking customers to review your business, don't give them rewards or incentives.

Step 6. Monitor the status of the negative review

Make sure you stay on top of the situation. Were you able to resolve the issue and convince the customer to remove the review or give you 4-5 stars? Did Facebook remove it for you? Were you able to organically generate more positive reviews through your stellar customer experience?

Templates for responding to reviews

As we covered, responding to all of your online reviews and customer feedback is important for your business! It's time to take charge of your online reputation by skillfully responding to both good and bad reviews. While it may be time consuming, it's worth it. Plus, with the right tactics and steps, it can be easily done at scale!

Offering review management to local businesses is also a great way to help your local businesses succeed online, and a great way to get into the marketing services game. We've made it easy for you to start helping businesses respond to their online reviews by providing these review response templates.

If you want to take the next step in offering reputation and review management services, be sure to check out our Reputation Management platform—a white-label reputation tool you can rebrand and sell to local businesses to empower them to take control of their online presence!

Here are 7 effective ways to deal with your social media critics:

1. Respond to all comments.

Most companies will respond to complaints that they believe to be genuine, but not to other complaints. The trouble with this strategy is that other people are watching. Not responding can be interpreted as a lack of care, or an inability to listen. Dishonest complaints will not always be apparent to other users who do not have the inside knowledge of the situation that you do. Even in situations where the complainant is obviously a social media troll, if you can respond with grace or neutrality, this will speak volumes about the integrity of your business to other social media users. Complaints should be responded to within 24 hours.

2. Think before you react.

When illegitimate or downright rude complaints are posted, it is tempting to respond in a combative or defensive manner. Instead, take a brief moment and consult with other members of your team on how to respond. Brainstorm a few possible scenarios. Dealing with complaints as a team helps prevent knee-jerk reactions which could damage your businesses reputation.

3. Don't make assumptions.

Before responding, take time to review the customer's version of events against your records. Sometimes the customer's complaint may sound highly implausible because no one else has ever experienced that problem. But don't dismiss it or assume they are mistaken until you have all the information and have checked with the relevant departments or distributors. You are in a better position to respond once you have gathered all the facts, rather than work off assumptions.

4. Inject some fun and playfulness into your response

When caught in a faux-pas, sometimes you can turn a complaint into a positive by acknowledging your mistake and poking fun at your own company. Introducing levity and humility shows your brand's personality and can disarm critics very easily.

5. Acknowledge your mistakes

It's often been said that denying a problem makes a problem bigger. This is true of social media complaints as well. Most people will be appeased with a simple and direct admission of wrongdoing and an apology. However, going above and beyond to rectify a situation can sometimes turn a slighted customer into a loyal brand advocate. Consider what you can do to make amends to the customer in question, and consider how you might be able to improve your processes moving forward so future customers don't encounter the same issue.

6. Take the conversation offline

If a complainant is particularly aggressive or if a person's complaint is of a sensitive nature, take the conversation offline as soon as possible. You can do this by responding to their public comment with a simple statement that says: "We're very sorry to hear of your experience. Please could you email us at complaints@thiscompany.com and we will look into this matter immediately and get back to

you. We're very keen to resolve this issue for you." Make sure to include the name of the customer service representative who is posting the response at the end of the message as this lets the complainant know who they are dealing with and can follow up with.

7. Stay away from automated or generic messages

Many aspects of social media can be well served by automation but customer complaints is not one of them. Last year, a payment provider experienced a technical glitch that resulted in my incoming payments not being paid out. Hundreds of other businesses were also experiencing the same issue and the company in question wasn't answering emails, social media comments received automated, generic responses and no status updates were posted about what was being done to fix the problem. Each situation will be slightly different and will require human, not robotic, interaction with the affected clients.

Article by: Luke Chaffey is a Digital Marketing Specialist with KBB Digital. For advice on Digital Marketing, including SEO services and Digital Strategy, visit www.kbbdigital.com.au.

How to Respond To Rude Comments on Social Media Networks

Updated on February 15, 2017



Article by: **Christy Birmingham**

When you are regularly on social media networks, you interact with many people online. While the majority of people are supportive, others may leave rude comments on the networks. These negative people are likely a minority, however being prepared for how to respond to rude comments is a good idea. You will be more confident on the social media networks and take the comment less personally when you are prepared for the possibility.

The rude comments may be in relation to a link you posted to a photo, an article or other media type. The comments may also be a personal attack to your profile photo or description. There are several ways to effectively respond to rude remarks.

Delete the Comments

One option when you receive a rude comment on a social media network is to delete the comment if you have the authority on the particular network. On Facebook, for example, you can delete comments posted on your own wall.

You may want to delete the comment rather than engaging in conversation with the writer if you consider the remark blatantly offensive and likely to offend others too. Examples include remarks that contain swear words or are racist in nature.

When you delete the comment rather than respond to it directly, you do not risk engaging in the same low level as the other person. As well, it is possible that the commenter is trying to entice you

into saying something foolish and will then call you out on your remark. These people are often called Internet trolls as they post remarks to provoke people into emotional replies. Engaging in negative remarks with this person only breeds further negativity.

Block the Commenter

In addition to deleting rude comments, or instead of this action (if you do not have the authority to delete), you can also respond by blocking the commenter from your profile on the social media network. When you block a person on Google+, for example, you cannot see each other's profiles or any public messages written by each other. Communication with each other on that network ceases.

Remember that you do have the right to block someone. You have likely not met the commenter in real life and there are countless other people to communicate with on social media networks. You do not owe the blocked person an explanation for your response. Leave behind the negative comment and communicate with more positive people online.

Respond In a Respectful Way

Another way to respond to rude comments on social media networks is to respond in a respectful way. Do not sink to the same level of rudeness. Thank the person for taking time to comment and say that you will agree to disagree on the point in question.

You may also want to get further information from the commenter. For example, why did this person have this particular reaction? Also, you may misunderstand the comment and have attached a different meaning to the words than the writer intended. Your response is your attempt to clarify the meaning of the original comment to determine if the words are rude or not. Explain how you interpreted the words and ask if this is a correct assumption.

Again, be careful of Internet trolls, who will entice you into stooping to less respectful remarks. If the conversation does deteriorate, you are likely best to delete comments or block the commenter.

Also, you may wish to gain the information by privately messaging the user on the social media network rather than in a public forum. Use your common sense and your intuition as to how the other person could respond given prior conversations.

The Situation

There are many ways to respond to rude comments on social media networks. Do not shy away from the networks as the majority of comments are positive and supportive in nature. Be prepared for any negative conversations and respond by deleting the comment, blocking the commenter or respectfully trying to obtain clarification. Speak with family and friends if you are unsure which technique is best in your current situation.