

**COMMUNITY MANAGEMENT  
& CUSTOMER SERVICE**

**How can you keep your fans  
and customers happy?**

**LAST.**

L

**LISTEN**

**Be available. Check your social channels frequently.**

A

**APOLOGIZE**



**Be sincere. Brand voice is important.**

S

**SOLVE**

**Do your best to make it right.**

**I**

**THANK**

**A complaint means they care.**

**LAST**



**L**ISTEN  
**A**POLOGIZE  
**S**ATISFY  
**T**HANK

**Keep records of all complaints.**

# Thank you!

## QUESTIONS?

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