

# Tips for providing great customer service on Facebook

If Facebook were a country, it would be the largest in the world. That's a lot of people, and they aren't using Facebook just to socialize with friends and family. People are interacting with brands on Facebook to get news, promotions, or to leave feedback—often through a wall post, but also increasingly through apps like Facebook Messenger.

According to Facebook data, 2 billion messages are exchanged every month between customers and businesses on Facebook, with 56% of consumers preferring messaging to calling customer support. This availability pays off: over half of customers (53%) are more likely to shop with a business they can directly message.

Though customers' use of Facebook is evolving, core service expectations remain largely unchanged, especially when it comes to complaints. Social Media Examiner reported that 76% of online consumers expect a reply within one hour to negative feedback on Facebook. This holds substantial weight considering 47% of those surveyed by Edison Research said that Facebook, of all the social networks, had the greatest impact on their purchase behavior. Taken together, these numbers give customer service agents the formidable task of spinning Facebook complaints into branding gold.

Here are some tips to optimize your company's use of Facebook for customer service.

## Review your Page Insights

Page Insights (or stats) become available once a brand page has received at least 30 likes. This can be a great place for smaller companies, or brands that are new to Facebook, to begin understanding how customers are engaging with the page, and for brands of any size to get a sense of the resources needed for support.

## Did you know?

- As of December 2016, Facebook reported **1.15 billion** mobile daily active users
- Approximately **85.2%** of Facebook's **757 million** daily active users (as of December 2016) are outside of the U.S. and Canada
- The best time to post on Facebook is on Thursday and Friday between 1 p.m. and 3 p.m., though engagement is highest at night, between 10 p.m. and midnight
- **75%** of engagement with a Facebook post happens within 5 hours of posting
- Facebook attracts approximately **700** interactions per million users, compared to Twitter's **300** interactions per million users
- Most checked-in place in the U.S. in 2015? Disneyland.

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Sources: Facebook, Hootsuite, Sprout Social, Wiselytics, Forrester

## Download the Pages Manager app

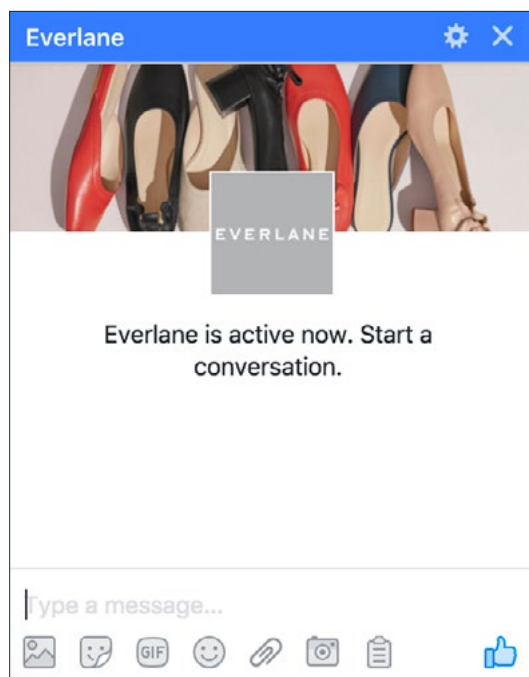
Available from the iTunes or Google Play stores, the Pages Manager App allows page admins to check page activity, view insights, and respond from a mobile phone, which may help to improve response time.

## Use Messenger for Business

Enable Facebook's private messaging tool for quicker, more efficient communication. The feature is enabled through your page's admin panel and gives customers a convenient alternative to posting sensitive or negative comments on your public timeline.

After turning Messenger on, it's important to have a strategy in place for receiving and responding to messages. Customize a welcome greeting that will appear when a customer starts a new conversation with your page. Alternately, if you know you'll be unable to respond right away, use an away message to set expectations surrounding response times. Aim for a high responsiveness rating through consistent replies, especially to first-time messages.

In the example below, Everlane has their availability clearly displayed, letting customers know they can anticipate a quick response.



Additionally, Messenger for Business has a low-barrier for entry: by linking your Facebook page to a back-end ticketing service, like [Zendesk Message](#), service can become a seamless process for the customer as well as the agent. You also have the option of using more technical features like bots or saved replies, depending on your organization's needs.

## Add a support app or feedback tab to your page

If you feel a messaging service isn't the right fit for your customer service needs, consider adding a dedicated support app or feedback tab to your existing Facebook page.

Dedicated support pages on Facebook can be set up in a variety of ways. If you're using a customer service platform to integrate with Facebook, such as Zendesk Support, with Zendesk Guide, you can [embed a version of your help center](#) directly on the page. You can also create a Facebook support community, which allows customers to ask the community for help.

## Read the comments

Don't forget that a valid or important support question may be buried in the comments beneath a post (even in a reply to someone else's comment) rather than directly on your brand's timeline. It's important to follow conversation threads so that you know when someone new has joined the conversation or raised an issue—according to Conversocial, one negative comment in public can negate the effect of up to five positive comments. More than likely, there are opportunities to respond to a customer even when their comment is not framed as a direct question.

A tool like Sprout Social can help with community management, sending any comments as direct messages to customer service agents.

## Hashtags aren't just for Twitter

They're not just for marketers, either. Customer service agents may find the hashtag particularly useful for indexing purposes. Adding a hashtag (#) on Facebook turns a word or phrase into a clickable, searchable link, just as it does on Twitter. If you use Facebook to promote self-service options, consider adding a relevant but unique hashtag, such as #[brand]protip, so that your users can click the hashtag to easily view all prior tips.

[If you found these tips useful, check out our tips for providing great customer service on Twitter.](#)