

Welcome! We're excited that you are taking this course. Click Next when you are ready to start learning about social media customer care.

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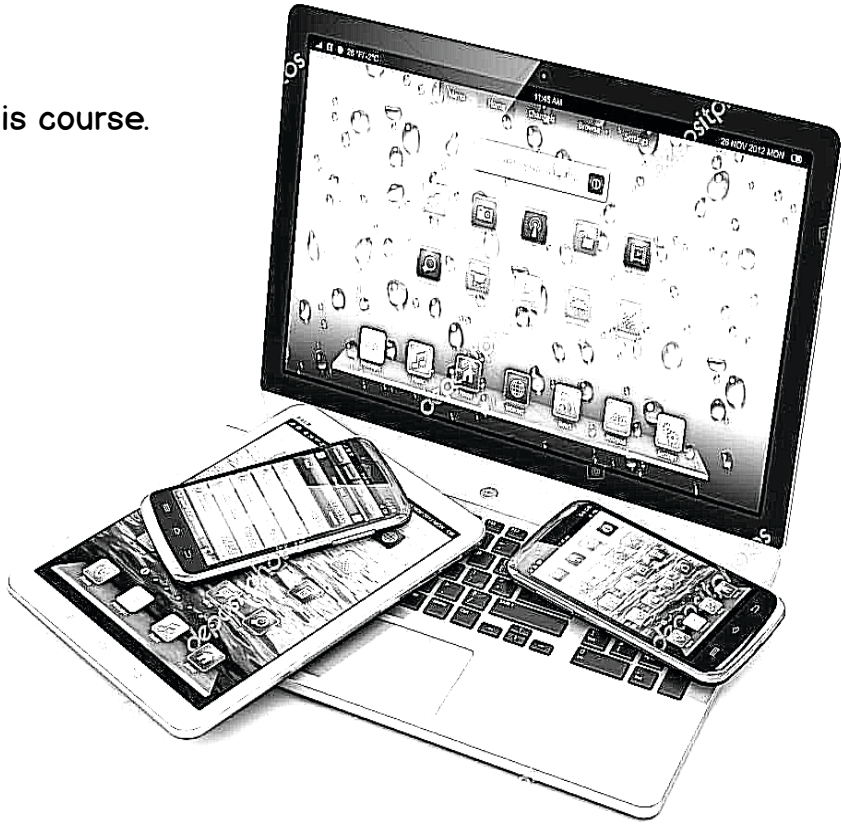
# Let's Get Started

You will be able to explain the following areas after taking this course.

☐ Social Media Customer Care (5-10 minutes)

☐ Your Role (5-10 minutes)

Select a topic to learn more.



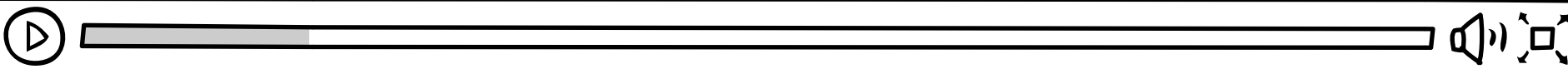
## AUDIO:

This course is divided into two lessons. After taking this course you will be able to explain why social media customer care is important to our company and what your role is when working with customers.



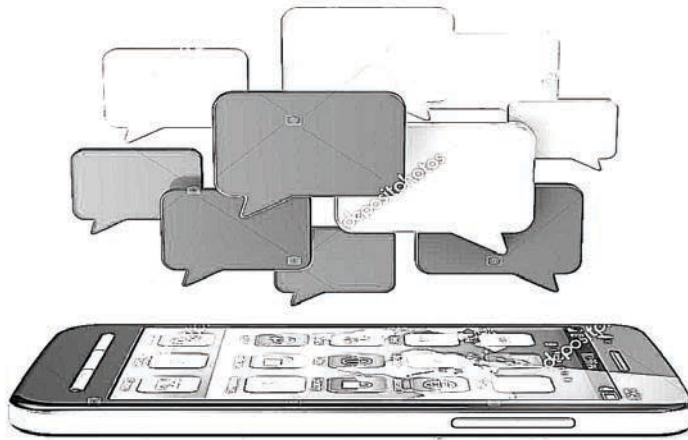
# Social Media Customer Care

AUDIO:  
The Social Media Customer Care lesson  
is set to begin. Get ready to learn!





# the Importance of Social Media



Originally used as a means for outreach

Now used to market products and provide customer service and support

Able to reach customers across more channels faster

## AUDIO:

Technology, especially social media, has changed the way we interact with our customers.

Brands originally used social media as a means for outreach. As social media channels have grown in popularity and become more accessible, brands use of social media has also evolved.

Brands now use social media to market their products and provide customer service and support. This results in the ability to reach customers faster and in more ways than ever before.



# Social Media and Customers



Solid customer engagement builds customer loyalty.

Click each of the customer quotes to learn how advocates impact the brand.



Layer 1



Layer 2




Layer 3






Loyal customers become brand advocates.

AUDIO:  
Quality social media customer service enables you to engage in solid customer engagement that builds customer loyalty. In turn, loyal customers become brand advocates.

Navigation Note: The three quotes around the happy customers (brand advocates) link to layers that describe how advocates impact the brand.





# Social Media and Customers

Layer 1

## Opinion Sharing

Brand advocates...

seek social media as their first outlet for sharing their brand insights and opinions.

are two times more likely to share brand and company information using social networks than the average Internet user.

2x

Source: socialmediaexaminer.com: 9 Reasons Your Company Should Use Brand Advocates

AUDIO:

Brand advocates seek social media as their first outlet for sharing their brand insights and opinions.

Brand advocates are also two times more likely to share brand and company information using social networks than the average Internet user.



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Brand advocates reach a wider audience than the average Internet user.

Advocates can lead to more customers since they are three times more likely to share brand and company information with someone they don't know.

# Social Media and Customers

Layer 3

## Purchase Influencer

Brand advocates...

are 70% more likely to be seen as a source of reliable information.

are 50% more likely to create content that influences a purchase.

have opinions that are valued more highly than that of the average Internet user.



Source: [socialmediaexaminer.com](http://socialmediaexaminer.com): 9 Reasons Your Company Should Use Brand Advocates

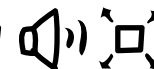
## AUDIO

Did you know that...?

Brand advocates are 70% more likely to be seen as a source of reliable information?

They are 50% more likely to create content that influences a purchase.

And their opinions are valued more highly than that of the average Internet user.

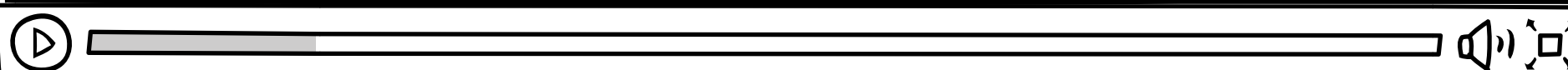




# Your Role

AUDIO

Your role will begin in 3, 2, 1...



# your role as a Social Media Specialist



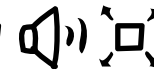
You represent the voice of our company.

Create a positive connection between you, the customer, and our brand.

## AUDIO

You are serving as a Social Media Specialist for our company. You are representing our voice.

Our customers are drawn to real people, like you! This helps create a positive connection between you, them, and our brand.



# Appropriate Conduct is Essential

Match the conduct on the left with its defined expectation on the right.

ComboBox

▼

Become a helpful addition to the conversation. Be respectful and welcoming. Let the customer know it is a real person helping them - not an automated computer response. (Respect the Customer)

ComboBox

▼

Let them know you are an employee of our company. Always use “I”, rather than “we”, in communications. Be yourself while representing our brand. (Transparency)

ComboBox

▼

Respond as quickly as possible, using a positive tone. Work to win-over the customer at first contact. (Timeliness & Tone)

ComboBox

▼

Provide the customer with hyperlinks to information and helpful hints whenever possible. (Sourcing)

ComboBox options include: Respect the Customer, Transparency, Timeliness & Tone, Sourcing

▶

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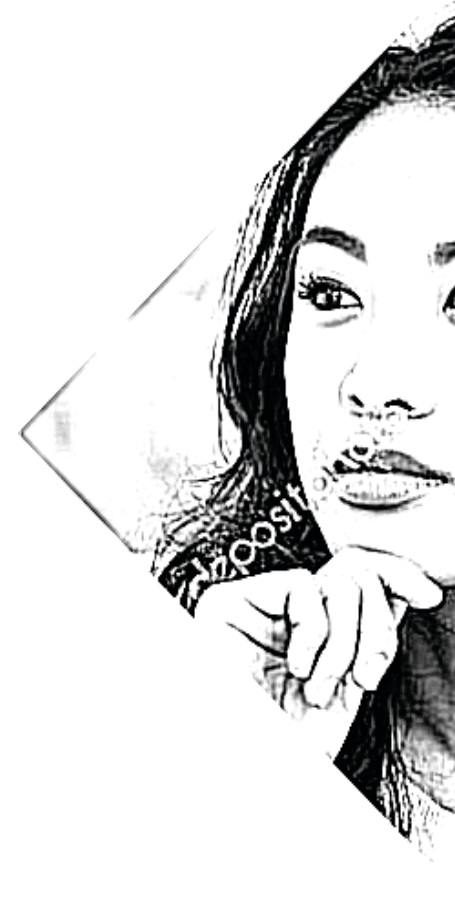
AUDIO  
It is essential that you conduct yourself in an appropriate manner while representing our company. There are defined expectations for each of the conduct areas.

# Congratulations!

You completed lessons one and two.

## Next Steps...

You will receive an email with a link to the next lessons in one week.



### AUDIO

Congratulations on completing lessons one and two! You will receive an email in one week that gives you access to the next lessons.

In the meantime, start applying what you've learned and make every customer feel special.

