

# Social Media Packet

## Responding to a Customer Complaint Online and

### Making a Public Apology via Twitter

**Overview:** In this assignment you need to compose two separate documents:

1. a response to a customer complaint found online (*Yelp* or *Buzzillions*) that addresses the product, service, or entire company of your choice;
2. a public apology via Twitter on behalf of the company you chose in the previous step.

Once you choose the company, **first**, make sure to conduct a thorough research to know more about the reputation, policies, and other useful information, **and second**, carefully study the complaint itself to determine the audience, style, tone, and structure of your responses. Also, don't forget to consider your role in the company. Knowing your company and your customer will allow you to effectively respond to the complaint AND later make an effective public apology.

**Background Knowledge: Required:** "A One-Hundred Forty Character Discourse: The Twitter Apology as an Emerging Sub-Genre of Corporate Communication" by Allen Berry (available on D2L). "DOs and DON'Ts of Responding to Reviews on Yelp" (take notes for the in-class discussion)

<https://blog.yelp.com/2019/07/dos-donts-responding-to-reviews-yelp>

**Recommended:** "How to Say You're Sorry: 10 CEO YouTube Apologies" by Zachary M. Seward (if the links to the apologies inside the article don't work, please manually look up the apologies; it's worth watching them!) and "The Art of the Airline Apology" by Scott McCartney. All articles are available in Week 2 folder.

| Learning Outcomes  | Transferable Skills  |
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| <ul style="list-style-type: none"> <li>• Craft documents that address specific audiences</li> <li>• Compose documents that use appropriate style choices for the genre (and/or rhetorical situation)</li> <li>• Produce documents that use standard conventions of business genres</li> <li>• Compose documents that are grammatically and mechanically sound</li> </ul> | <ul style="list-style-type: none"> <li>• Plan/ organize/ prioritize</li> <li>• Resourcefulness</li> <li>• Ethical reasoning and judgment</li> <li>• Professionalism</li> <li>• Information Technology Application</li> </ul> |