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Sent: 6/25/2020 11:22:08 AM
To: Christina Hallingse <challingse@ashevillenc.gov>, Lindsay Regner <lregner@ashevillenc.gov>
Cc: Laura Cole <lcole@colepromedia.com>
Subject: Comments

Hey all,

Your last post is adorable and it seems to be going over well for the most part. It's super important to be open and responsive with the community if we are to slowly build their trust. That means we also have to respond to the "negative" comments or else it looks like you are only favoring praise. Below are a few examples you can use:

Hi [first name]
We understand you want to see content that addresses the issues at hand and we can assure you we are working on it.
Thank you for providing your perspective.

Thank you for taking the time to comment. We get your frustration and are working on varying our content to address everyone's concerns.

This is for someone who commented that they are frustrated you are not responding to their emails:

Hello [first name]
We apologize if you feel we have been ignoring your emails. Please call us at x or email us again and we will get back to you soonest. (Make sure you do even if it's just a generic response)

I don't mean to add more stuff on your plate but engagement is probably even more important than the content itself. If you find you're too busy then call me and I can try to take some work off your plate. It's what I'm here for too!

Best,
Sandy

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