

Negative Comments in Social Media © Laurel Papworth 2010

8 responses to criticism in online communities



COMPANY VOICE IMPERSONAL

HUMAN VOICE PERSONAL

Ignore

Critics will go away. The community may intervene to support you.

Critics wont go away, activate anti-community.

Legal

The lawyers scare critics off, silence the community

Critics become martyrs, anti-community activates the Press. Expensive lawsuit & PR.

Deflect

Thank critic then change the subject. Critics may be ignored by community.

Critics point out to community that "nothing is being done", scenario worsened

Remove

Critics sent away, are silenced.

Critics create competitor community for anti-branding purposes

Educate

Without responding to critic directly, give out education material to balance argument.

Critics incite community to debate every major and minor point. Situation inflames.

BEST

Confess

Community accepts apology, tells critic to quieten down. Accepts that changes will be made, problems remedied.

Sensing weakness, go for the jugular, take the higher moral ground, ask for unreasonable restitution.

Fight

Organisation stands up, passionately debates with critic, wins support of community.

Community is unwilling to accept the arguments, seeks to argue further. Inflamed.

Own

Using humour, accept the criticism and make it a "badge".

Critic and community don't appreciate the humour. Feel manipulated.

WORST