

6 tips for providing great customer service on Facebook



If Facebook were a country, it would be the largest in the world, with [2.6 billion](#) monthly citizens.

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 and promotions and to leave feedback.

[Twenty billion messages](#) are exchanged every month between customers and businesses on Facebook. And [56%](#) of customers prefer this messaging to making a phone call. Most customers even say being able to message a business [makes them trust the brand more](#).

How customers use Facebook is evolving, but their expectation of great service remains the same.

Sprout Social reported that [40% of online consumers expect a reply within one hour](#) on social media. This holds substantial weight, considering [52% of those surveyed by The Manifest](#) said that Facebook, of all social networks, had the greatest impact on their purchasing behavior. Taken together, these numbers give customer service agents the opportunity to spin Facebook comments into branding gold.

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

Review your Page Insights

Page Insights is a Facebook feature that offers simple but powerful metrics, like audience demographics and customer responses. Note that some demographic info, like age and gender trends, isn't available until 100+ customers have interacted with your business.

[Page Insights](#) (or stats) become available once a brand page has received at least 30 likes.

This reporting 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.



Download the Facebook Business Suite app

Facebook Business Suite is available at the Apple or Google Play app stores. The app allows page admins to check page activity, view insights, and respond from a mobile phone, which may help to improve response time.

Did you know?

- [More high-income earners use Facebook than LinkedIn.](#)
- [Approximately 90%](#) of Facebook's [1.62 billion](#) daily active users are outside of the United States and Canada.
- The best time to post on Facebook is [Wednesday and Thursday between 11 a.m. and 2 p.m.](#)
- In 2020, Facebook is the [fourth most-visited website in the world](#) (behind YouTube, Wikipedia, and Twitter).
- The [fastest-growing Facebook demographic](#) is seniors.
- Facebook is the [second most popular social media site for shopping](#) (behind Pinterest).

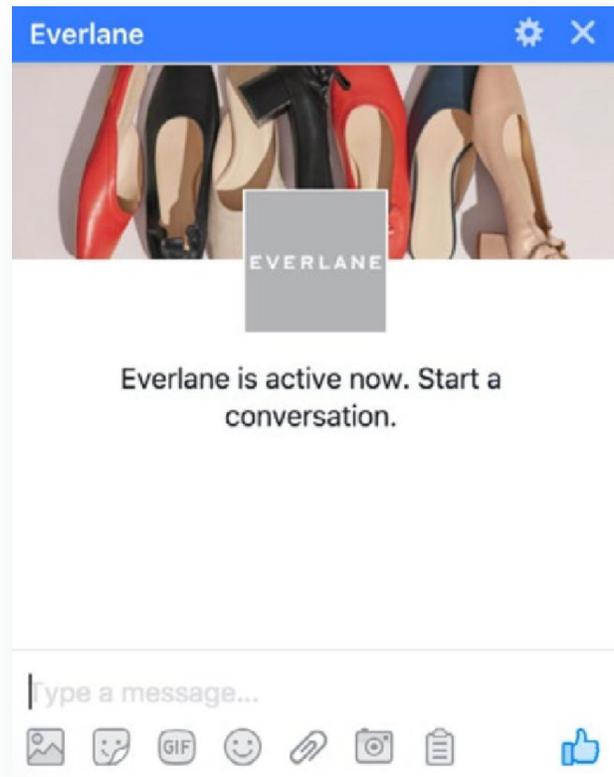


Use Messenger for business

Facebook's private messaging tool is great for quicker, more efficient communication. The feature is enabled through your page's admin panel. It gives customers an alternative to posting sensitive or negative comments on your public timeline – and more privacy for the business.

Customize a welcome greeting that will appear when a customer starts a new conversation with your page. If you know you won't be able to respond right away, use an away message to set expectations for 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, so customers know they'll get a quick response.



You can – and should – also link your Facebook messenger page to a back-end ticketing service, like [Zendesk](#). This will transform service into a seamless process for both the customer and the agent. Zendesk also gives you the option of using more technical features, like chatbots 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 an important support question may be buried in your Facebook comments beneath a post. It may even be 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 conversations about your brand or raised an issue. According to Vendasta, [86% of people hesitate to buy from a brand with bad online reviews](#). More than likely, there are opportunities to respond to a customer even when their comment is not framed as a direct question.



Hashtags aren't just for Twitter

They're not just for marketers, either.

Customer service agents may find hashtags 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've found these tips useful, check out our [tips for providing great customer service on Twitter](#).



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