



**NapoleonCat.**

**HOLIDAY COMBO:** How to prepare, run, and survive a successful holiday sales campaign on social media



# CONTENTS:

## **Introduction: Why is social media so important in the holiday selling season?**

### **The anatomy of a successful social media campaign**

- The strategy
- The copy
- The design
- The comments

### **How to create engaging social media posts: a quick guide**

- Writing your post captions
- Ready-made caption ideas for very busy marketers
  - 10 Instagram caption ideas
  - 10 Facebook caption ideas
  - 10 LinkedIn caption ideas
  - 10 TikTok caption ideas
- Your paid social media campaign checklist
- Social media ad character limits
  - Facebook
  - Instagram
  - LinkedIn
  - TikTok
- What to pay attention to in your ad copy (other than the character limit)
- Ad headline ideas for busy marketers
  - 25 characters headline
  - 40 characters headline
  - 90 characters headline
  - 90 characters descriptions
  - 125 characters descriptions
- Current design trends on social media to get you inspired
- Video, carousels, or static designs: which ones do I choose?
- Social media ad image & video specs
  - Facebook
  - Instagram
  - TikTok

### **Comment moderation: the cherry on top of your campaign's success**

- Why is moderation so important?
- The dos and don'ts of social media moderation

### **Moderation is part of customer care – here's why social media agencies can't ignore it**

- Do I automate my comment moderation?
- How to answer frequent social media comments during the holiday season [10 examples]

## INTRODUCTION

### Why is social media so important in the holiday selling season?

Traditionally, the holidays, starting around Thanksgiving and the following Black Friday/Cyber Monday/Cyber weekend, are the biggest selling season, and not just in retail.

(In fact, Cyber Monday 2022 was the largest retail ecommerce sales day in U.S. history, and consumers spent \$11.3 billion online – a 5.8% increase over 2021. (Source) But you probably know that, right?)

Software companies and even B2B service providers have jumped on the trend long ago, making it a big time for basically any business, regardless of the industry.

So, as “Last Christmas” starts playing in shopping malls (again, but we don’t mind, do we?), and store windows put on holiday decorations, though technically, summer only just ended a short while ago, advertisers (I’m looking at you, specifically ) need to be ready with their holiday offers and sales. If they want to reap the benefits of the holiday season, that is.

One way to do this is through social media. It’s where shoppers look for inspiration. 56% of Gen Z consumers take to TikTok, and 38% of Boomers go to Facebook, with 70% overall planning to shop on mobile. (Source)

And this means you need to be waiting for them there – on social media and on their mobile screens.

Now, if you’re, say, just a little behind with your holiday social media campaigns, keep calm – and read this guide. It’ll walk you through the steps you need to take to still make it in time for the biggest shopping craze this year.



**Of course, various stats you can look up online confirm this. Like the fact that:**

- Last year (2022), consumers spent \$211.7 billion online over the holiday season, according to Adobe Analytics. That’s a 3.5% increase year over year. (Yes, we keep buying more, apparently.)
- As this 2022 holiday shopper study shows, around a third of shoppers prepare for their holiday shopping sprees as early as October or even sooner. And 57% actually will begin holiday shopping on or before Thanksgiving.
- In 2022, holiday season retail sales went up 4.8% year-on-year, following two years of surging retail and ecommerce growth. A similar gain of 4.5% is expected for the 2023 holiday season. Which, technically, is starting now.

# 01 The anatomy of a successful social media campaign

## THE STRATEGY

Don't worry; you don't have to spend weeks or even months on complex marketing strategy (unless it's for next year.) But to make sure you're really milking the holiday season opportunity, you need a plan you can follow. Let's break it down into simple steps:

1. First of all, decide what you can offer your customers during the holiday season. Consider things like:

- Special deals and offers
- Discounts and coupons
- Free delivery (or other freebies)

Essentially, figure out the numbers for this. That's the backbone of your holiday offer.

2. Then figure out the timing. As you've seen already, it's best if you start showing up on your customers' social media feeds as early on as possible. They're already looking.

3. Plan your channels. Of course, use those that make sense for your brand and where your customers hang out (and preferably where they come to you from to actually shop.)

If you have a history of holiday campaigns, look at previous numbers to see what's worked best in the past.

Also, consider both organic and paid promotion, including ads.

## THE COPY

1. Create copy for your core offer, including the slogan you will use across channels and designs.

2. Plan out your social media posts for the entire duration of your campaign and schedule them in a scheduling tool. (Seriously, do it now, and don't leave it to do it "as you go along" – you most likely won't have time, and that could potentially negatively affect your sales impact.)

3. Plan content for other channels like your newsletter or Google ads, and make sure the message is consistent across all of them.

4. You'll be competing with lots of buying opportunities, and not just from your direct competitors. So focus on copy that's super clear and attention-grabbing and possibly standing out from all the rest.

## THE DESIGN

The same goes for the design – don't get lost in the sea of discounts and sales. Create designs that stand out and clearly show what you offer, including your sale/discount amount.

As with the copy, keep consistent across channels – your customers will probably see your offers in

multiple places, so the more consistently you promote them, the more likely they'll remember them.

Plus, prepare all the deliverables you'll need for the different formats across organic and paid posts and videos (more on that later.)



## THE COMMENTS

Now, the heart of social media is customers interacting with your posts and ads. And you need to be ready for that, too. Having all the conversations, including:

- Answering questions about your offer
- Reacting to complaints
- Getting rid of spam (and potential competition trying to hop on your ad budget.)

So, plan your resources accordingly – you'll need to actively participate in what's going on under your ads and posts to make the most of your campaign.

## 02 How to create engaging social media posts: a quick guide

### WRITING YOUR POST CAPTIONS

- Hook people right from the start. Create eye-catching headlines for your images/videos, complement them with captions that are to the point, and grab attention with the very first words.
- Keep your captions consistent with your brand voice that your customers are already familiar with.
- Keep them clear and simple, with the most important information right at the front.
- If you want to include more info, use bullet points, emoji, etc., to break down the text and make sure it's easy to read.
- Don't forget about your call to action – let them know exactly what to do to get your offer.
- Write like you talk – social media is a conversation (and not an advertising column – though it might certainly feel like it sometimes), so social media posts and ads should fit in with the overall vibe.
- Write for the medium – TikTok ads might need a different style than your LinkedIn posts, so don't just copy and paste the same thing everywhere verbatim.
- Use relevant hashtags, depending on the channel.

### READY-MADE CAPTION IDEAS FOR VERY BUSY MARKETERS

#### 10 Instagram caption ideas

- ✓ Get ready to sleigh this holiday season with our jaw-dropping Black Friday deals! 🛍️❤️  
*#BlackFridayFrenzy #ShopTillYouDrop*
- ✓ Thanksgiving feast ✓  
Black Friday shopping ✓  
Let's make this holiday weekend one for the books! 🛍️🛒  
*#ThanksgivingSales #BlackFridayBonanza*

- ✓ Cyber Monday is here, and so are unbeatable online discounts! 🖥️🛒 Don't miss out on the digital savings wave. 🌐  
*#CyberMondayDeals #ShopOnline*
- ✓ Santa's not the only one spreading joy this Christmas! 🧑🏻‍🎅🌟 Discover our festive holiday deals and make spirits bright. 🌟🎁  
*#ChristmasCheer #HolidaySavings*
- ✓ Feeling grateful on Thanksgiving and excited for Black Friday shopping! 🍂🛒 Join us for incredible deals, and thank us later. 😊  
*#ThanksgivingShopping #BlackFridayBargains*
- ✓ The holiday sales season is in full swing, and so are our discounts! 🌟🛒 Grab your wishlist and start shopping. 🎁  
*#HolidaySales #ShopNow*
- ✓ This Cyber Monday, let your fingers do the shopping! 🖥️🛒 Click your way to amazing deals from the comfort of your home. 🏠  
*#CyberMondayShopping #OnlineDeals"*
- ✓ Thanks giving is a time for gratitude, and we're grateful for you! Enjoy special holiday savings at our store. 🍂❤️  
*#ThanksgivingThankYou #HolidayDiscounts*
- ✓ It's the most wonderful time of the year for shopping! 🛒🌲 Embrace the holiday spirit and save big with our Christmas deals. 🧑🏻‍🎅🎁  
*#ChristmasShopping #FestiveSavings*
- ✓ From Black Friday to Cyber Monday and beyond, we've got your holiday shopping covered. 🎁🌟 Dive into the season of savings!  
*#HolidayShoppingSeason #ShopSmart"*

## 10 Facebook caption ideas

- ✓ Deck the halls with incredible savings! 🎄 Our Black Friday deals are here to make your holiday shopping merry and bright. 🎁 ✨ Click to go to the store and save!
- ✓ This Thanksgiving, we're serving up gratitude and discounts! 🍂 Join us for a feast of incredible deals. 🛒 Link below.
- ✓ Get ready to click and save this Cyber Monday! 🖥️ Don't miss out on our online specials and treat yourself to some digital delights. 🌐 🎁
- ✓ Christmas is just around the corner, and so are our festive discounts! 🎅 🎁 Discover the perfect gifts without breaking the bank. ✨ ✨ Here's the entire list:
- ✓ Give thanks for the savings this Thanksgiving! 🙌 🍂 Join us for a shopping spree filled with gratitude and incredible deals. 🎁 🍁 Click for our entire holiday offer in one place.
- ✓ From Black Friday to Cyber Monday, we've got the best holiday deals in town! 🛒 ✨ Don't miss the chance to save big this season. 🎄 🎁
- ✓ Santa's got nothing on our Christmas discounts! 🎅 🎁 Shop now to make your holiday season extra special without the extra cost. 🎁 ✨
- ✓ 'Tis the season to be jolly and save! 🎵 🛒 Join us for a shopping extravaganza that will fill your heart with holiday cheer and your cart with great deals. 🎄 🎁
- ✓ Cyber Monday is your ticket to online shopping bliss! 🖥️ 🎁 Browse our virtual aisles in the link below for unbeatable deals and convenience.
- ✓ The holiday sales season is upon us, and we're here to make it unforgettable! ✨ 🎅 Grab your wish list and start checking it twice with our incredible discounts. 🎁 🎁

## 10 LinkedIn caption ideas

- ✓ Boost your professional wardrobe this Black Friday! 🛍️ 🎁 Explore our exclusive deals on workwear essentials that will have you ready to conquer the new year. 🎁  
*#BlackFridayFashion #ProfessionalStyle*
- ✓ This Thanksgiving, we're thankful for your support! 🙏  
Join us in celebrating with special discounts on tools that can help you excel in your career. 📁 📂  
*#ThanksgivingGratitude #CareerAdvancement*
- ✓ Cyber Monday isn't just for gadgets—it's for career growth too! 🌟 📈 Discover our online courses and resources at unbeatable prices. 🖥️  
*#CyberMondayCareerBoost #OnlineLearning*
- ✓ As you prepare for the holidays, don't forget to prepare for success. 🌐 📚  
Explore our Christmas discounts on professional development courses and services. 🎅 🎄  
*#HolidayCareerGrowth #ChristmasDiscounts*
- ✓ Invest in your future this holiday season with our year-end promotions! 🌟 Upgrade your skills and knowledge to start the new year with confidence. 🎁 📊  
*#HolidayInvestment #NewYearReady*
- ✓ Black Friday isn't just about gadgets and fashion—it's also about your professional growth! 📁 🛒 Explore our discounts on career resources and coaching. 🎓 📖  
*#BlackFridayCareerAdvancement #ShopSmart*
- ✓ Give yourself the gift of knowledge this holiday season. 🎁 Our Christmas deals on professional courses and certifications are the perfect way to level up your skills. 🌟 📚  
*#ChristmasEducation #SkillsUpgrade*

- ✓ This Thanksgiving, we're grateful for the opportunity to support your career journey. 🙌 Enjoy special discounts on career services and resources as our way of saying thanks. 🍷👛  
*#ThanksgivingCareerSupport  
#GratefulProfessionals*
- ✓ Cyber Monday is here, and so are unbeatable deals on career-enhancing tools! 💻👛 Don't miss out on our online resources designed to help you thrive. 🌐🚀  
*#CyberMondaySuccess #OnlineCareerBoost*
- ✓ Make the most of the holiday sales season with discounts on professional development. 🌟👤 Discover how our offerings can help you achieve your career goals. 📊📈  
*#HolidayCareerSuccess #ShopYourFuture*

## 10 TikTok caption ideas

- ✓ 🎉 Black Friday alert! Swipe left to unveil the best deals of the year. 📺  
*#BlackFridayFrenzy #ShopTillYouDrop*
- ✓ This Thanksgiving, we're giving thanks to YOU with exclusive discounts! 🙌 Check out our holiday sale now. 🍷👛  
*#ThanksgivingDeals #GratefulShopper*
- ✓ Guess what's coming up next? Cyber Monday, and we've got some epic online deals in store for you! 💻🌐  
*#CyberMondaySneakPeek #ShopOnline*
- ✓ Santa's workshop can't compete with these Christmas discounts! 🎅🌲 Explore our festive deals and make your wish list a reality. 🌟📺  
*#ChristmasCheer #HolidaySavings*
- ✓ Thanksgiving feast ✅ Black Friday shopping ✅  
Swipe right to join the holiday fun! 📺👛  
*#ThanksgivingShopping #BlackFridayHaul*

- ✓ From Black Friday to Cyber Monday, we've got your holiday shopping covered. 📺🌟 Tap into the season of savings! 📺🌲  
*#HolidaySales #ShopSmart*
- ✓ Unbox the savings this Christmas with our amazing deals! 📺🌟 Watch now to discover the perfect gifts without breaking the bank. 🎅📺  
*#ChristmasShopping #FestiveSavings*
- ✓ 'Tis the season for jaw-dropping discounts! 🌟📺 Swipe left to start sleighing your holiday shopping list. 🌲📺  
*#HolidayShoppingJoy #SavingsTime*  
  
Cyber Monday is just around the corner! 💻📺 Don't miss the chance to score big on online deals. Tap the screen to see what's in store. 🌐📺  
*#CyberMondayDeals #ShopFromHome*
- ✓ The holiday sales season is here, and we're making it unforgettable! 🌟🎅 Double-tap if you're ready for epic discounts and festive fun. 📺📺  
*#HolidaySeasonSales #ShopWithGle"*

## YOUR PAID SOCIAL MEDIA CAMPAIGN CHECKLIST

1. Define the goal. Depending on the social media platform, you'll have different goals to choose from for your paid campaigns. For example, building brand awareness, reaching new customers, or increasing sales.

Because the holiday season is quite long, you can actually run several different campaigns with complementary goals to tick all the boxes for your brand. (Don't forget to use relevant copy and design for each of them, depending on your target audience and their stage in the buying journey.)



Nail down your target groups and channels. Define all target groups for all your different campaigns and ads. It might be your current and past customers, men and women, etc.

The better you define your target audience for each ad and message, the better results you can expect.

Plan your budget. That includes things like:

- How much you want to spend overall for your holiday campaign
- How much you want to spend per channel
- How much you're ready to spend on acquiring one customer
- How much you're ready to pay for clicks.
- How many clicks, customers, and profits you want to gain from the campaign (a.k.a. your KPIs)

Since the holiday season is very competitive, ad costs can be elevated, so factor that in. Also, do monitor your campaigns as they run to optimize costs, and turn off the ads that are not performing.

A/B test your ads. To make sure that you're reaching the right audience and spending your budget on ads that work instead of those that don't. You can create different types of creatives (design + copy combos) to see what people respond to better. This will also give you helpful insights for your next campaigns.

Moderate comments. Yes, that's often an overlooked element of ad campaigns. The thing is, ad comments can actually impact your ad performance. So don't look away, and get that moderator team ready for potentially increased ticket volume coming from your paid campaign content.

## SOCIAL MEDIA AD CHARACTER LIMITS

### Facebook

#### Facebook feed ads:

- Text: 125 characters
- Headline: 25 characters
- Description: 30 characters

#### Carousel ads:

- Text: 125 characters
- Headline: 25 characters
- Description: 20 characters

#### Right column ads:

- Text: 125 characters
- Headline: 25 characters
- Description: 30 characters

### Instagram

#### Captions:

- up to 2,200 characters (below the image)

### LinkedIn

#### Single image ads:

- Introductory text: 150 max characters for mobile (desktop max 600 characters).
- Headline: 70 characters max to avoid truncation on mobile devices (200 max characters).
- Description: 300 max characters (use approximately 70 characters to avoid truncation on mobile)

#### Video ads:

- Introductory text (optional): Up to 150 characters.
- Video headline: 200 characters max (70 to avoid truncation on mobile)

#### Carousel ads:

- Introductory text (optional): Up to 255 characters
- Headline text for each image card can take up a maximum of two lines

#### Text ads:

- Headline: 25 characters max
- Description: 75 characters max

## TikTok

- Description: 1-100 Latin alphabet letters and 1-50 Asian characters.
- App name: 4-40 Latin alphabet letters and 2-20 Asian characters.
- Brand name: 2-20 Latin alphabet letters and 1-10 Asian characters.

## WHAT TO PAY ATTENTION TO IN YOUR AD COPY (OTHER THAN THE CHARACTER LIMIT)

Keywords and essential information (like the discount amount) – is everything clear at first glance?

A clear CTA – do customers know immediately what to do, where to go, and how to claim the discount/free delivery, etc.?

The overall feel – does it fit with the vibe of the social media platform? Does it sound like a social media post (which it should)?

## AD HEADLINE IDEAS FOR BUSY MARKETERS

### 27-character headlines

- Cyber Monday Flash Sale!
- Black Friday Bonanza!
- Xmas Joy: Shop Now!
- Deal Day is Here!
- Save Big this Xmas!

### 40-character headlines

- Cyber Monday: Unbeatable Deals Await!
- Black Friday Blowout: Get Yours Now!
- Christmas Cheers: Shop Festive Savings!
- Cyber Monday Extravaganza Starts Today!
- Black Friday & Xmas: Double the Discounts!

## 90-character headlines

- Cyber Monday Spectacular: Save Big on Tech, Fashion, and More! 🎉
- Black Friday Madness: Incredible Discounts Await You! Don't Miss Out! 🌟
- Christmas Shopping Made Easy: Discover Perfect Gifts & Special Savings! 🎄🎁
- Cyber Monday Blast-Off: Unleash Savings on Your Favorite Products Today! 🚀🌟
- Celebrate the Season: Black Friday & Christmas Deals for Everyone on Your List! 🌟👶

## 90-character descriptions

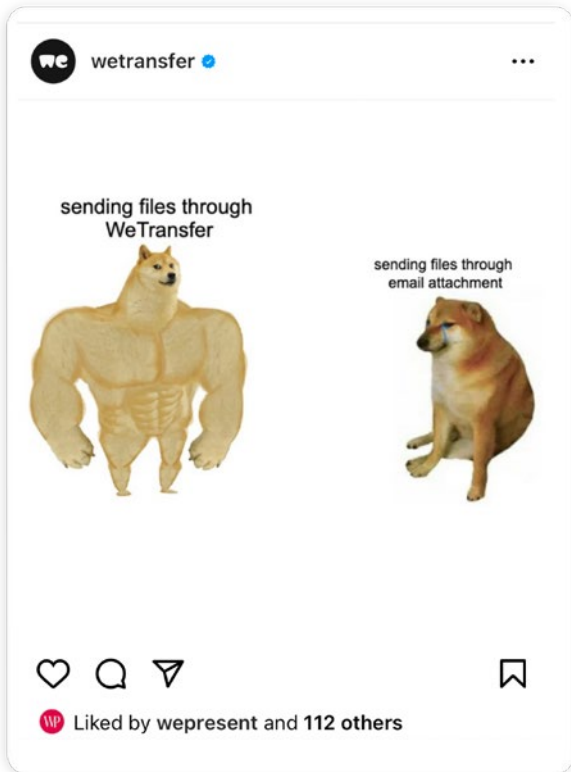
- Upgrade your gadgets with our Cyber Monday tech deals.
- Get ready for the Black Friday frenzy – huge discounts await!
- Spread joy with Christmas gifts at unbeatable prices.
- Cyber Monday: Shop now for the best online savings.
- Experience the magic of Black Friday shopping today!

## 125-character descriptions

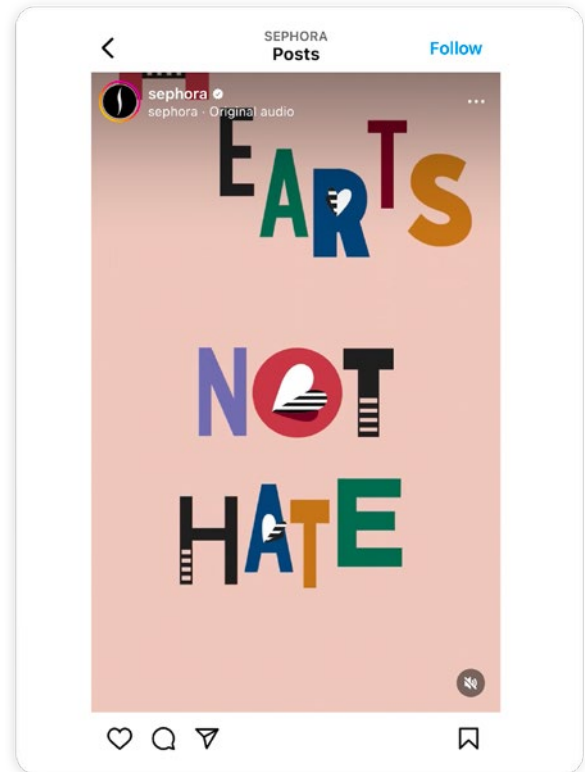
- Explore the Cyber Monday extravaganza and unlock massive discounts on your favorite products today!
- Black Friday is here! Don't miss your chance to snag incredible deals on fashion, electronics, and more!
- Make this Christmas unforgettable with special gifts for your loved ones, all at budget-friendly prices!
- Get ready for Cyber Monday madness – shop now and enjoy unbeatable savings on a wide range of items!
- Experience the thrill of Black Friday shopping – grab remarkable deals on top brands and trending products!

## CURRENT DESIGN TRENDS ON SOCIAL MEDIA TO GET YOU INSPIRED

### Branded memes

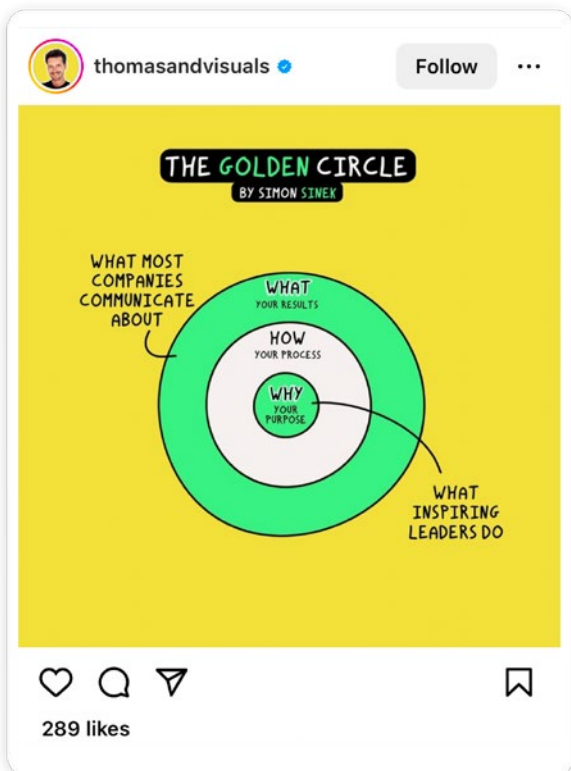


### Eye-catching typography

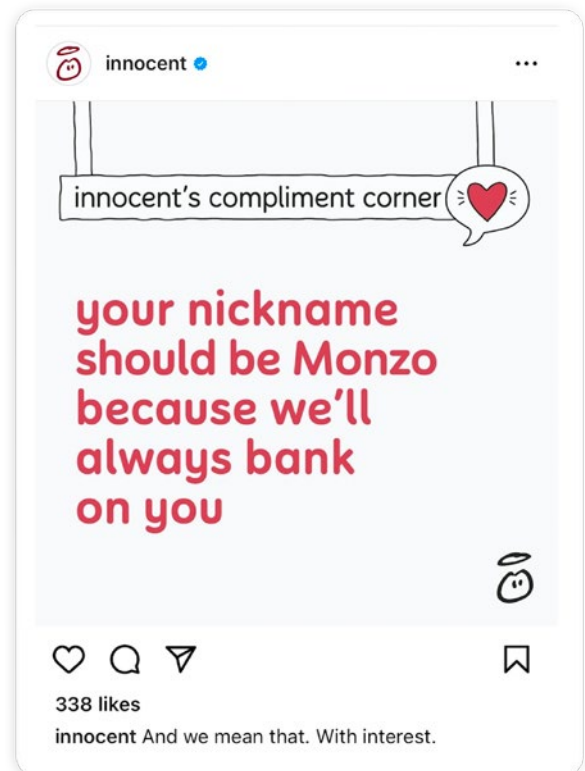


### Inspirational doodles

(And generally, doodle-like illustrations)

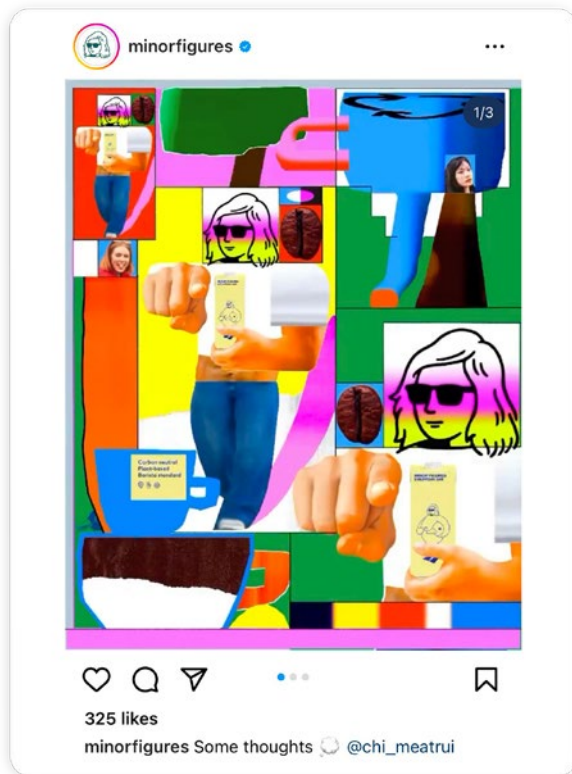


### Branded typography

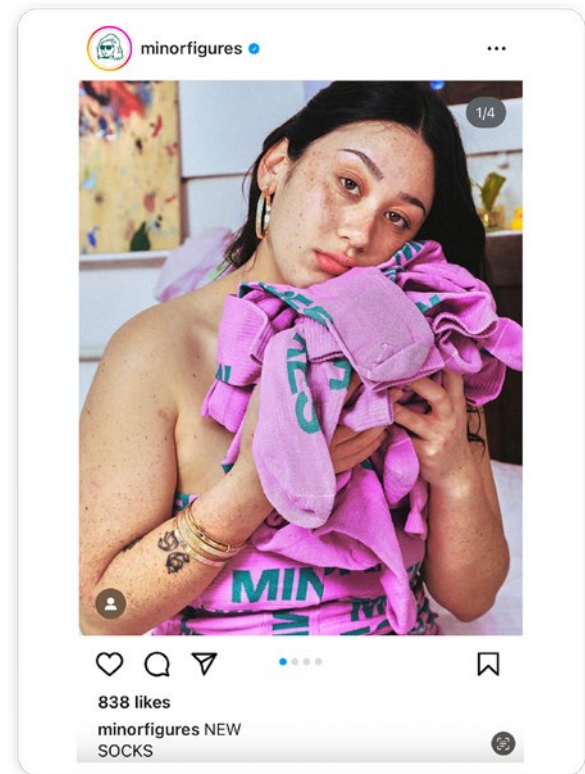


## CURRENT DESIGN TRENDS ON SOCIAL MEDIA TO GET YOU INSPIRED

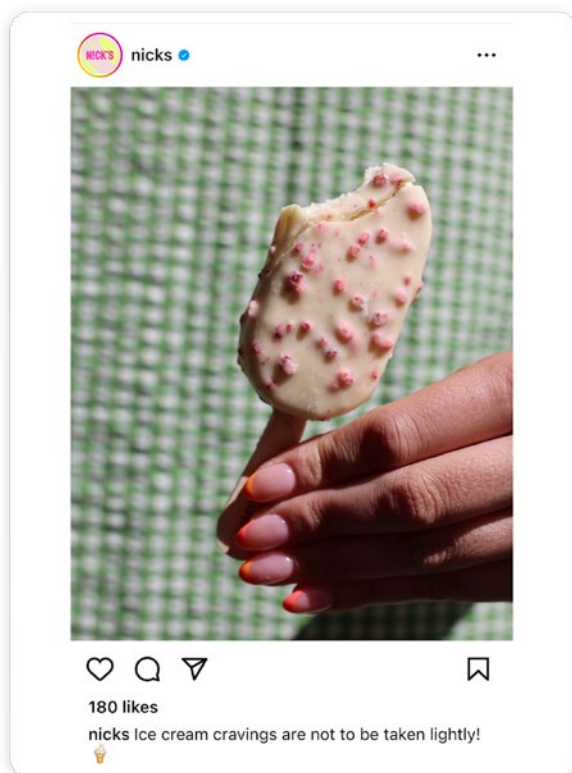
### Collage art



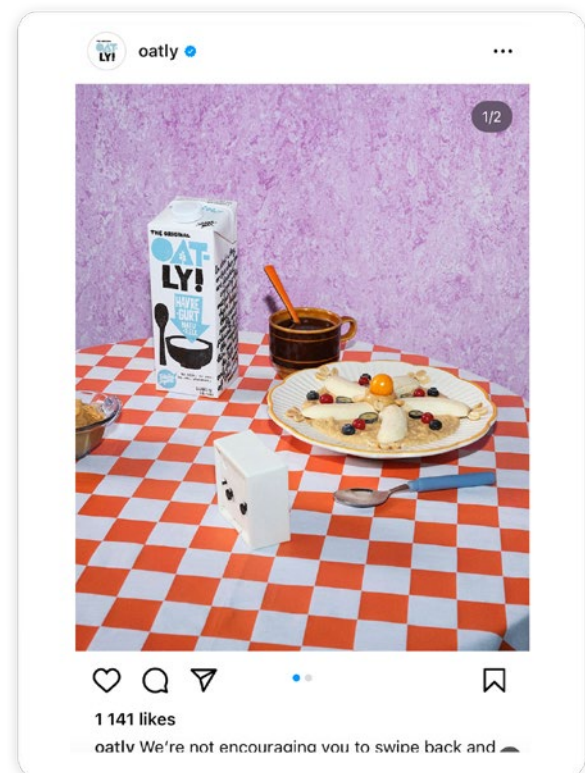
### Unusual packshots



### Pastels

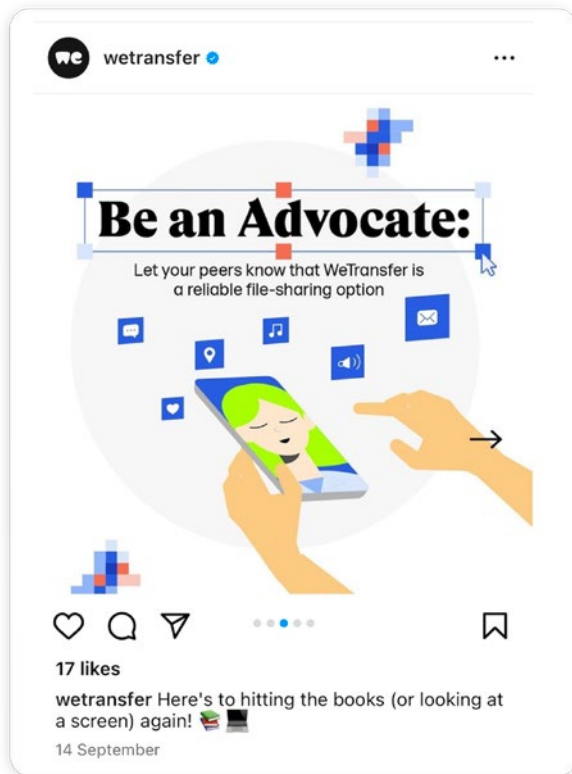


### Retro vibes

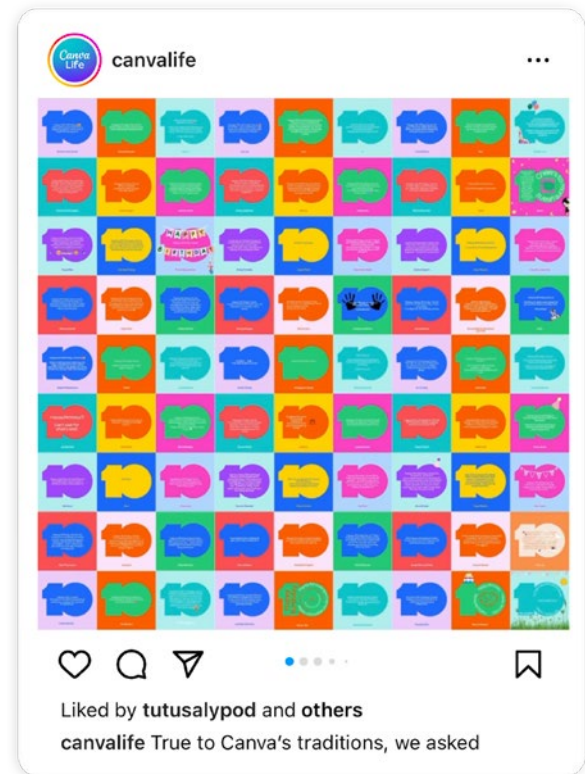


## CURRENT DESIGN TRENDS ON SOCIAL MEDIA TO GET YOU INSPIRED

### Flat illustrations



### Bold colors



### Airbrush-style blobs

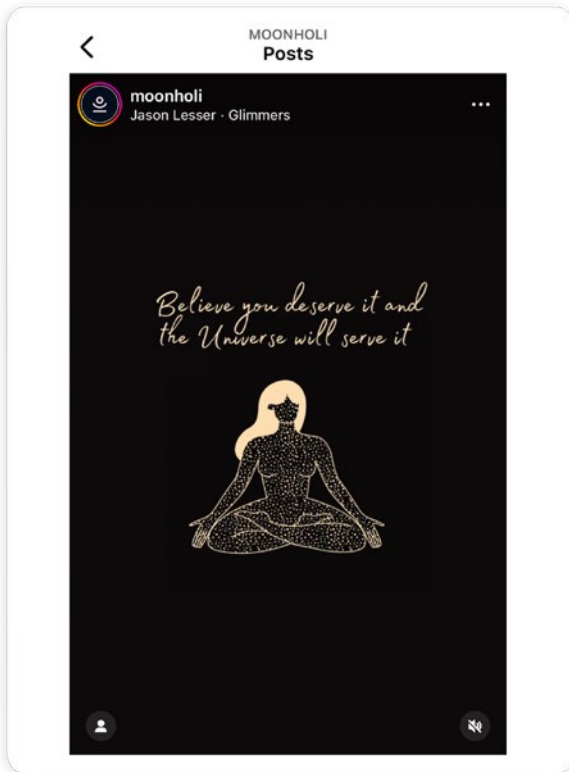


### Minimalism

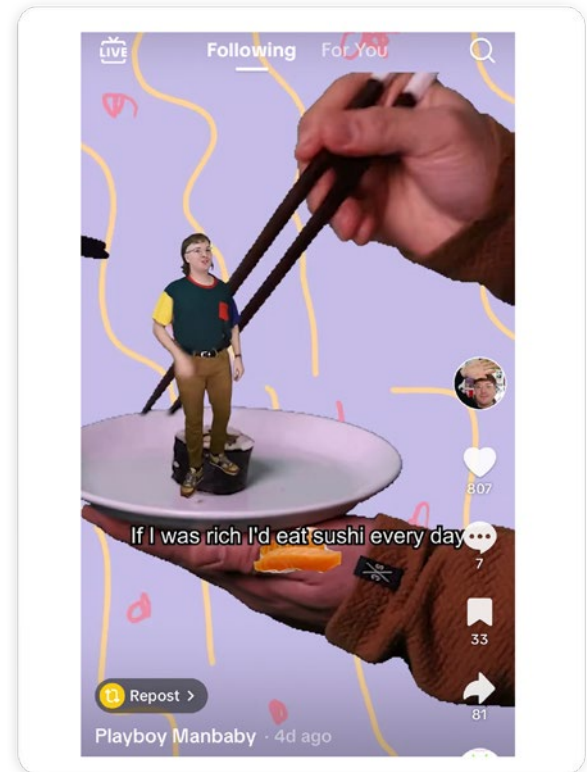


## CURRENT DESIGN TRENDS ON SOCIAL MEDIA TO GET YOU INSPIRED

### Mysticism

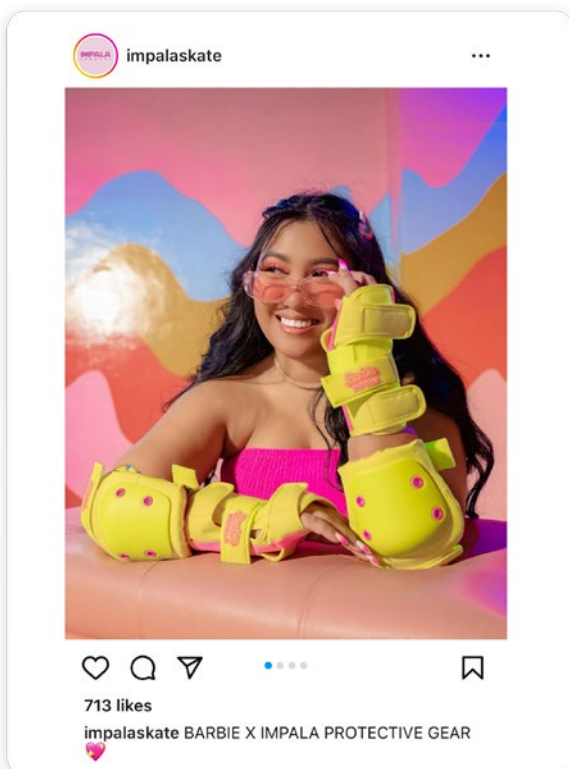


### 90s aesthetic



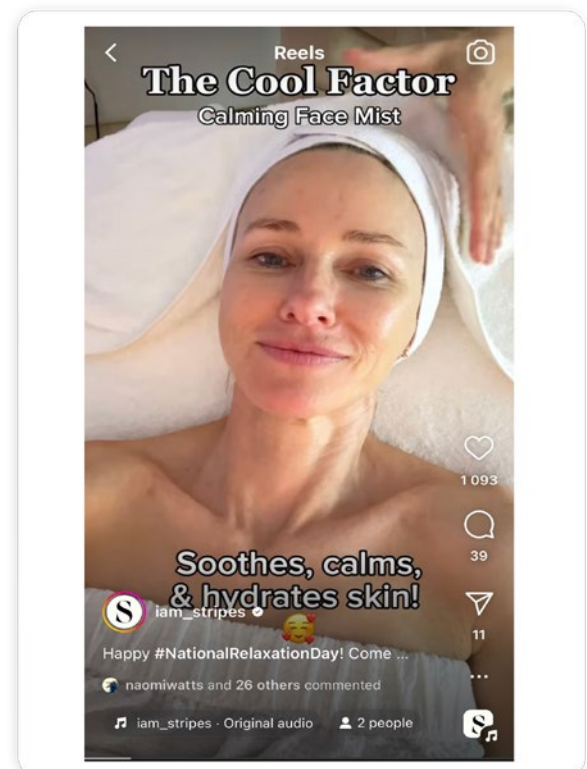
### Barbiecore

(Or just really vibrant colors, with pink leading the pack, obviously.)



### Real-life videos

(You know, lying in bed/no makeup/wet hair/straight out of the shower type of vibe.)



## VIDEO, CAROUSELS, OR STATIC DESIGNS: WHICH ONES DO I CHOOSE?

The answer is: it depends. (Sorry!) But here are a few benefits of each one.

### Video:

- Algorithms like it (especially the ones that rely on video like TikTok)
- Great for storytelling (but remember to hook your viewers from the very first second)
- Great if you want to show the details of a product and tell a story around it

### Carousels:

- Let you keep your audience's attention for longer and tell a story across more than one image
- Great for showing the different details/benefits/features of your products across many slides
- A great idea for holiday gift guides

### Static designs:

- Great for straightforward ads with a clear CTA
- Easier and quicker to produce, and can be equally effective
- You can create more across a campaign and test the effectiveness of different messaging and images.

## SOCIAL MEDIA AD IMAGE & VIDEO SPECS

### Facebook

#### Facebook feed ads

- Recommended resolution (without link):  
1200 x 628 pixels
- Recommended resolution (with link):  
1080 x 1080 pixels
- Minimum width and height:  
400 x 500 pixels
- Recommended image format:  
JPG, PNG

#### Facebook Carousel ad image specs

- Recommended resolution: 1080 x 1080
- Minimum width and height: 600 x 600 pixels
- Recommended image format: JPG, PNG
- Maximum file size: 30MB
- Landing page link: Required
- Number of cards: Minimum: 2, Maximum: 10

#### Carousel ad video specs

- Recommended resolution: 1080 x 1080 pixels
- Recommended image format: .MP4, .MOV
- Maximum file size: 4GB
- Video length: 1–240 seconds
- Number of cards: Minimum: 2, Maximum: 10

#### Right column ad image specs

- Recommended resolution: 1200 x 1200 pixels
- Minimum width and height: 600 x 600 pixels
- Recommended image format: JPG, PNG

### Instagram

#### Feed ads

- Square: Minimum 600 x 500 pixels, maximum 1936 x 1936 pixels, aspect ratio 1:1
- Landscape: Minimum 600 x 315 pixels, maximum 1936 x 1936 pixels, aspect ratio 1.91:1
- Vertical: Minimum 600 x 750 pixels, max 1936 x 1936 pixels, aspect ratio 4:5
- Video size: up to 250 MB max, up to 60 minutes.

#### Ads in Stories

- All feed photo and video dimensions are supported (from 1.91:1 to 4:5).

#### File type

- mp4 or .mov (Video)
- jpg or .png (photo)

### Maximum file size

- 4 GB (video)
- 30 MB (photo)

### Video length

- Maximum: 60 minutes
- Note that images will show for five seconds by default

### Dimensions

- Recommended resolution: 1,080 x 1,920
- Minimum: 600 x 1,067

## TikTok

### Image ads

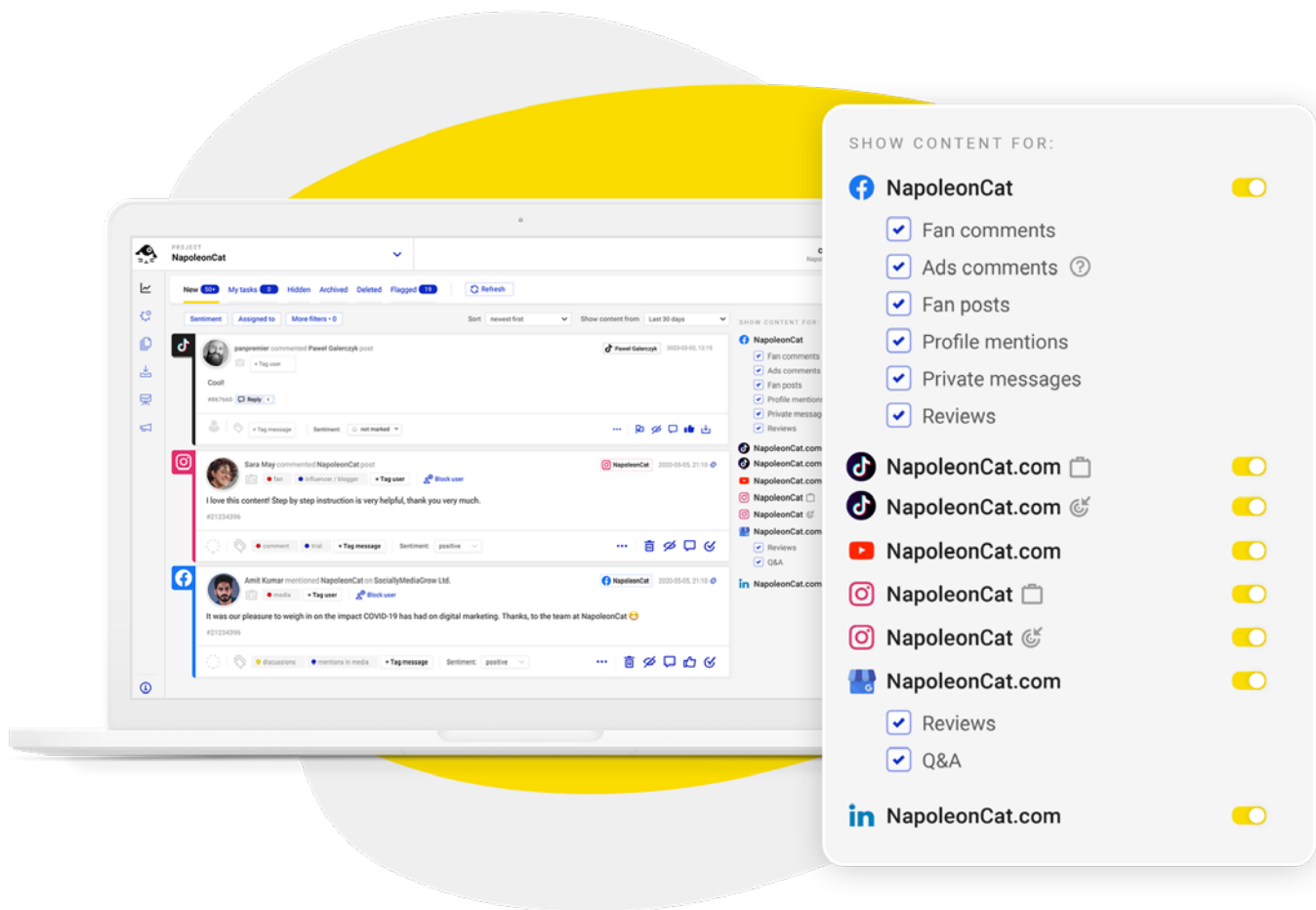
- Image resolution: 1200x628px / 640x640px / 720x1280px
- File type: JPG, JPEG, PNG
- File size: within 100MB

### Video ads

- Resolution, depending on the format, from a minimum of 540x960px, 640x640px, or 960x540px.
- Aspect ratio: 9:16, 1:1, or 16:9
- File type: .mp4, .mov, .mpeg, .3gp, or .avi
- Duration: 5-60s
- File size: within 500MB



## 03 Comment moderation: the cherry on top of your campaign's success



### WHY IS MODERATION SO IMPORTANT?

Imagine this: you have the coolest ad on Facebook. Eye-catching design, compelling copy. Everything's just perfect.

Except below it, there are multiple spam comments plus a couple of complaints from your customers (perhaps even unrelated to the ad itself.) Maybe a competitor already jumped on the opportunity and responded to the frustrated customers, offering them a tempting alternative.

And all that is being advertised, along with your ad, to your target audience, fueled by your campaign budget.

Leaving a bad impression, potentially even driving away customers, especially if you don't respond. (If you have multiple ads running on social media at the same time, you're probably not even aware. Don't worry, there's an easy way to fix that.)

So yeah, that's why moderation is something you need to calculate in your campaign plan right from the start.

It'll help you use the full potential of your holiday campaign budget – and it will keep your customers happy, even with the increased volume of comments you'll most likely be getting during the holiday shopping craze.

## THE DOS AND DON'TS OF SOCIAL MEDIA MODERATION

### The dos

- Reply as soon as you can. Nobody likes to be kept waiting.
- Have one tool to moderate comments and messages from all the social media platforms you use. It'll save you so much time and let you respond faster.
- Have a moderation tool for your team that lets you assign comment threads to different team members. That way, everyone focuses on their bit, and there's no confusion or overwhelm.
- Moderate ad comments – people can see them just as they see the comments on your organic content. And actually, even more people will see them because you're expanding the reach of your content with advertising dollars.
- Use ready-made response templates for when you're out of office and to answer simple questions you get a lot of.
- Remove spam and hate comments swiftly. They might ruin the entire conversation.
- Remove comments with links from your competitors. (You can even do it automatically.)
- Don't know how to answer a product question? Consult someone on the product team instead of giving a generic, unhelpful answer.



## The don'ts

- Don't moderate comments on individual platforms if you have many of them (or manage many accounts on one platform). You're bound to get lost sooner or later and miss some questions or complaints.
- Don't respond immediately to a complaint when you're upset. Take a breather (and a quick walk if you can) first.
- Don't leave spammy comments below your posts, especially below your ads. They can hurt your engagement rates (and your ad performance.)
- Don't ghost your customers and followers. (Actually, don't ghost anyone.)
- Don't share or ask for sensitive information like order ID in the comments. Move to DMs instead.
- Don't be afraid of automation – it can seriously decrease your team's workload and improve your response times.
- When you use automation, don't sound like a robot. We're all humans, no need to pretend we're not.
- Don't reply to everyone with the same thing – especially in one comment thread. Instead, use different variants of your automated responses so as not to look like they come from a robot. (People hate that.)



The screenshot shows a Facebook post from Gary Plunk, who is associated with Target. The post is 15 minutes old and contains the following text: "I know this means little to Target , but I am tired of all this political correctness.. but after this latest move with signage I am going to do my best to not shop at your stores... I have already stopped shopping at walmart.. There are other stores to shop..". Below the post are the interaction buttons: Like, Comment, and Share. It shows that 3 people have liked the post. A comment from a user named Ask For Help is visible, stating: "Actually Gary, you're wrong. It means NOTHING to us that you feel this way. Have a great day!". This comment has 4 likes and was posted 9 minutes ago. There is also a reply box at the bottom of the comment section.

## 04 Moderation is part of customer care – here's why social media agencies can't ignore it

### DO I AUTOMATE MY COMMENT MODERATION?

First of all – don't be afraid to automate parts of your comment moderation. It'll help you save time, especially in the busy holiday season, where there are a lot of social media campaigns going on and lots of opportunities for your followers and customers to contact you via social media. Here are a few guidelines:

Automate the simple things – questions about delivery, prices, sizes, colors, etc. Based on frequently used keywords, you can tailor your automated responses to fit the questions people keep asking and not engage your moderation team in replying with the same thing every time. (They already have a lot on their plates.)

Remove spam from your posts and ads automatically. You don't need anyone spoiling the holiday spirit on your social media profiles. And it's really a waste of time to spend hours doing it manually. Set up automated responses in the hours your team is not working (especially if you run a business globally, across different time zones.) Let customers know when the team is in and will be able to respond to their questions or complaints. Automate assigning comments and messages to team members. You'll make social media customer service workflows even smoother at this time of year. Whatever you write in your automated responses – stay human and maintain your brand voice. After all, automation is just the way it's delivered. It still comes from a real person – and it should sound like it.

So, to answer the question: yes, absolutely automate some of your moderation. So you can give more time and attention to the things that can't really be automated

### HOW TO ANSWER FREQUENT SOCIAL MEDIA COMMENTS DURING THE HOLIDAY SEASON [10 EXAMPLES]

**Q: How long am I supposed to wait for my order to be delivered???**

A: During the holiday sales rush, it might take up to X days to receive your order. We're doing the best we can, but the volume of orders is much higher than usual. We appreciate your patience!

**Q: Why is nobody answering my emails?**

A: We're experiencing an increased load because of the holiday sales season. Please send us a DM with the email address you used to contact us – we'll do a search in our inbox to make sure we contact you back. Thanks for your patience!

**Q: The discount code doesn't work!**

A: Please send us a DM with your order ID – we'll check that on our end.

**Q: I ordered on your website but didn't get a confirmation code.**

A: Please check your spam folder – confirmation emails sometimes make their way there. If you still can't find it, DM us with your order ID. We'll get that sorted for you.

**Q: Your website is not working – I can't buy anything!**

A: We're experiencing huge demand right now because of the holiday season. Try again later – we're working to fix the issue as we speak. Sorry!

**Q: I got the wrong order – what should I do?**

A: We're sorry for the mixup! Please DM us your order ID or use the chat on our website, and we'll send you the correct item (and a little something extra.)

**Q: Will I get my package in time for Christmas?**

A: Because of the increased demand before the holidays, the delivery time may go up to X days. So the last day to make sure you indeed get your order in time for Christmas is [date].

**Q: I bought my wife a Christmas present.**

Can I return it if she doesn't like it?

A: Yes, if you keep all the tags intact, you can replace the order or return it within 30 days of purchase, no questions asked.

**Q: I want a refund!**

A: Please send us a DM with your order ID and the reason for the refund – we'll help. You can also reach us in the chat on our website. [website address]

**Q: I need a bigger discount!**

A: This is currently what we offer for our holiday sales. If you're not in a rush, keep an eye out for post-holiday clearances ;)



**NapoleonCat.**