

How should brands respond when being cyber-bullied?

Many brands are struggling with the burden of social networking and the power it has put in the hands of the consumer. In days of old, you phoned a customer complaint line, and they told you that they were recording the call for quality assurance. Your complaint usually fell on deaf ears, because brands weren't that worried about a private phone call between the company and an individual.

By [Rob Dickens](#) 22 Nov 2010

Now imagine broadcasting that recorded message to a possible listenership of 500-million users on Facebook. Imagine thousands of people agreeing with your complaint and voicing their own on this public platform for everyone to see.

It is a PR nightmare and it sees brands getting a crash course in crisis management.

Often these complaints and concerns are valid and people use social networking platforms for activism. T outcry over the BP oilspill, for example.

But what if your brand becomes the target of cyber-bullying? What if the outcry is unwarranted, factually ignorant, emotive and malicious?

Read the [full article](#) on www.memebeurn.com.

ABOUT THE AUTHOR

Rob Dickens is a contributor at [\[\[www.memebeurn.com\]\]](http://www.memebeurn.com).