Provide Exceptional Customer Service on Instagram [Checklist]

Approximately **150 million people** have conversations with brands on Instagram every month, making the platform a major opportunity to attract, engage and support your customers.

As you build your brand's customer care strategy for Instagram, use this checklist, which we've broken it into three sections: setting yourself up, taking action and anticipating customer needs.

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🔧 Set yourself up for success

☐ Outline the scope of what your social media team can and will handle on Instagram.

> Establish the workflows and points of contact your social team will use when they can't resolve an issue on their own

☐ Establish a response and engagement protocol.

> **Things to consider:**
> - What kind of messages will or won't you respond to?
> - How will you address trolls, spam or users creating discomfort in your community?
> - How will you continue to encourage positive engagement?
> - When does a comment warrant a full response vs. a simple like or emoji reaction?
> - In what instances will you move conversations to direct messaging?

☐ Train everyone on your customer care team on your brand's social tone and voice for a consistent customer experience.

☐ Add additional contact methods and customer service hours to your Instagram bio to set expectations with your customers.

☐ Add relevant **call-to-action buttons** to your business profile.

> **Options include:**
> - **Book:** Book an appointment.
> - **Reserve:** Make a reservations at a restaurant.
> - **Get Tickets:** Get tickets for an event.
> - **Order Food:** Get food delivery or takeout from a business

☐ Set **benchmarks** and goals for response rates, time to first response, reply wait times and other **customer care metrics**.

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📢 Take action

☐ Respond as quickly as possible—70% of consumers expect a response within 24 hours of reaching out on social.

☐ Develop an internal tracking system to collect data on FAQs, customer support topics, themes across your most engaging Stories and feed posts and more.

> Using a social media management tool with tagging options, like Sprout Social, is a great way to track data.. Sprout users can either manually tag inbound messages or add auto-tags that get automatically applied based on Inbox and keyword rules.

☐ Move public customer service inquiries to direct messaging so your customers can share personal order information and other more private concerns.

☐ Organize your inbox with filters available in-app or your social media management tools.

> **Natively:** Mark direct messages in Instagram as Unread or Flagged. Then use filter functions available in the top right-hand corner of your Instagram DM inbox to find those messages later.
>
> **In Sprout:** Sort Instagram messages in the Smart Inbox by tagging, filtering and hiding completed messages to prioritize what's important.

☐ Use **Quick Replies** natively or select saved responses from your **Asset Library** in Sprout to respond to FAQs with maximum efficiency.

☐ Escalate pressing customer issues and take note of any early signs of a crisis.

> Keep in mind, one disgruntled customer or negative comment does not constitute a crisis. A crisis represents any activity that potentially hurts your brand's reputation or ability to do business.

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✏️ Anticipate customer needs

☐ Stay ahead of trends by setting up social listening queries around your brand, industry and competitors.

> Even if your brand isn't tagged or mentioned, listening lets you be a fly on the wall of relevant social conversations, on Instagram and beyond, which can reveal critical insights that ladder up to your customer care goals.

☐ Evaluate the data collected in your tagging or internal tracking system to identify opportunities for customer care content that anticipates customer needs and questions before they reach out.

☐ Regularly update FAQs as they evolve

> Many brands choose to feature FAQs on Instagram as Story Highlights. They're prominently displayed on your profile and people don't have to leave the app to get the answers they're looking for.

☐ Have an Instagram **crisis plan** in place and establish what the chain of communication looks like when you need to activate that plan.

☐ Share relevant insights and data from your Instagram customer care efforts with teams across your business.

> The people on the front lines of Instagram customer care have a unique understanding of your audience, their needs, the products they're most interested in, the communities they come from and so much more. That qualitative data is invaluable not just to social or customer care teams, but to your whole organization.
>
> **Even if no one is asking, you should always share social data.**

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About Sprout Social

More than one billion people around the world use Instagram every month for communication, connection and inspiration, so providing top-tier customer care on the platform is imperative for today's brands.

With Instagram Direct Messages and story mentions now integrated within Sprout Social's Smart Inbox, you can enjoy a holistic view of their incoming messages from one centralized inbox, while building trust and creating strong one-on-one connections with your customers.

Sprout offers deep social media listening and analytics, social management and advocacy solutions to more than 25,000 brands and agencies worldwide. Sprout's unified platform integrates the power of social throughout every aspect of a business and enables social leaders at every level to extract valuable data and insights that drive their business forward. Headquartered in Chicago, Sprout operates across major social media networks, including Twitter, Facebook, Instagram, Pinterest, YouTube and LinkedIn. Learn more at sproutsocial.com.

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