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## How Should You Respond to Negative Social Media Comments? | Evans on Marketing

<https://evansonmarketing.com/2014/06/30/how-should-you-respond-to-negative-social-media-comments/>

One of the main social media challenges for all companies is how to respond to negative comments. It is imperative that negative comments be tracked and understood. In general, there are three options for dealing with negative social media comments: (1) ignore the comments; (2) point out why the comments are wrong; and (3) constructively.

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