



Hi Shelby,

Unfortunately, even the best, most color-coded, thoughtfully planned social media editorial calendar won't keep you safe from that most dreaded of 21st century creatures: The Internet Troll.

Instead of demanding bridge fare and the answer to riddles three, these trolls lurk on your company's social media pages and are quick to throw out a negative comment or unkind unsolicited feedback.

While it can be tempting to toss your computer out the window and call the whole thing off, social media continues to be a crucial business tool. So how can you balance maintaining an online presence that reflects your firm's values and tone while dealing with these trolls?

Marja's latest blog post provides six recommendations on how to silence the haters while not inciting them to leave more negative comments on your post.

Cheers!
Steven

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Sometimes working with the media can be like trying to predict all the change orders an owner will have on a project before construction even starts. While there isn't a Magic 8 Ball to read your client's mind, there is a similar tool for media outlets.



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