

# The Biggest Mistake Companies Make With Social Media

In this day and age, it's almost impossible to run a successful business without an active presence on social media. But as every company knows, there are risks associated with managing their online presence. This case study will focus on one particular business's mistake—and the potential customer loss that resulted from it.

## The Company in Question

This case study focuses on a small bakery in the Midwest called "Sweet Treats Bakery." Sweet Treats Bakery has been around for over 30 years, and its owners have always prided themselves on providing top-notch service and delicious treats for their customers. They also have a fairly active social media presence, with profiles on multiple platforms including Facebook, Twitter, and Instagram.

## The Mistake

Unfortunately, Sweet Treats Bakery made a major error when they responded to a negative comment posted by one of their customers on Twitter. The customer had posted a complaint about the quality of the bakery's products and was not happy with the response they received from Sweet Treats Bakery. Instead of taking the time to address the customer's concerns in a polite and professional manner, Sweet Treats Bakery simply responded with "We don't need your business anyway!" Needless to say, this response did not go over well with other potential customers who saw it—or worse yet, were tagged in it—and they quickly began to voice their displeasure with how the situation was handled.

## The Resulting Damage

As word of Sweet Treats Bakery's response spread across social media platforms like wildfire, more and more people began posting negative reviews about the bakery or voicing their intention to never shop at Sweet Treats again due to its poor handling of customer service issues. As a result of this incident (and others like it), Sweet Treats saw its sales drop significantly over the following months as people increasingly chose other bakeries in town instead of shopping at Sweet Treats Bakery.

## Conclusion:

Social media can be an invaluable tool for businesses when managed properly; however, companies must be aware of how easily mistakes can be made online—and how quickly those mistakes can spiral out of control if not addressed quickly and appropriately. In this case study we discussed one such example where a small bakery suffered potential customer loss due to its mishandling of an issue on social media. Hopefully by looking at this example you will now have an understanding of why proper management of your online presence is so important for any business today!