MODULE 9: SOCIAL MEDIA

Inbox playbook

Lesson: Comments, DMs and community management · about 15 minutes

Build the saved replies and routine that turn your inbox into a front desk.

Your business (name, service, main city):

1. **Write down when you will check comments and DMs each weekday, and who covers the inbox on event days.**

2. **Write your saved reply for a date inquiry, including the two facts you need and the link to your inquiry form.**

3. **Write your saved reply for a price question, with a true range and two qualifying questions.**

4. **Write the public reply you would give to a critical comment, and the private follow-up message.**

5. **List the security steps you will take this week, and the sentence you will add to contracts about how you take payments.**

Check: can you now

- Sort incoming comments and DMs into categories and answer each with a prepared reply
- Move a promising DM conversation to a quote or a call within two messages
- Respond to public criticism in a way that protects your reputation with future clients

One change you will make this week