**Minimize Damage by Social Media Trolls**

Social media trolls can damage a brand's reputation. Identify trolls and ensure they are not actually dissatisfied customers, avoid fanning the flames with a response and do not allow trolls to attack your followers.

***Fast Company online 9/20/16***

[***https://www.fastcompany.com/3063769/work-smart/5-essential-tips-for-brands-battling-social-media-trolls***](https://www.fastcompany.com/3063769/work-smart/5-essential-tips-for-brands-battling-social-media-trolls)

***image source:***

[***https://www.bing.com/images/search?q=social+media+trolls&view=detailv2&&id=F3E4FCD6BA3CEDA950EFD07BCD392526AF578A95&selectedIndex=50&ccid=ejsqcfTQ&simid=608048764761277510&thid=OIP.M7a3b2a71f4d0298b60b7446360118e62o0&ajaxhist=0***](https://www.bing.com/images/search?q=social+media+trolls&view=detailv2&&id=F3E4FCD6BA3CEDA950EFD07BCD392526AF578A95&selectedIndex=50&ccid=ejsqcfTQ&simid=608048764761277510&thid=OIP.M7a3b2a71f4d0298b60b7446360118e62o0&ajaxhist=0)