

SUPPORT HANDLE CHANGE CHECKLIST

8 steps to ensure a smooth transition from a dedicated customer @Support social media handle to one @Main account

TIMELINE:

Give your customers and staff time to adapt!
Aim for 4-6 weeks total time.

1 ALLOW DMS TO @MAIN

Make sure that your main account is set to allow Direct Messages from everyone, even if they don't follow you or you don't follow them.

2 RESPOND FROM @MAIN @

Reply only from your main, verified account, even if you're responding to someone who tweeted or messaged @Support.

3 REFLECT THE CHANGE

Change all of your customer service auto-responders, signatures, and website contact information or flow to reflect the switch to @Main.

4 TELL YOUR CUSTOMERS

When your customers DM your @Support account, after resolving their case or issue, tell them that you are switching to @Main.

5 SCHEDULE POSTS

Post outgoing public messages about the migration from @Support to @Main on both accounts. Be sure to state when the migration will happen and that they'll receive the same level of care.

6 PICK A SHUTDOWN DATE

Post messages telling the followers of both accounts that as of MM/DD/YYYY, you will only be reachable for issues through your @Main.

7 HAVE A SECRET SHUTDOWN DATE

Allow a couple of extra weeks beyond your publicized shutdown date to respond to your customers that continue to reach out to @Support, and remind them of the switch.

8 LOCK THE OLD ACCOUNT

Shut down the old account so an outside party can't take over and impersonate your company. Lock the account on Twitter or unpublish the Facebook page.



VICTORY