Coping with cyberbullying

THE ESSENTIALS



SOCIAL MEDIA

- Share guidance on social media expectations with clinic team.
- Assign someone to monitor social media and review sites.
- Define rules and processes for monitoring and responding.
- Use monitoring software.
- Ask for reviews from happy customers.

COMMUNICATION

- Designate a spokesperson.
- Define rules and process for outside communications including phone, text, emails.
- Use three C's of credibility: compassion, competence, and confidence.
- Communicate internally with team on situation updates, dos and don'ts.
- Keep copies of all communications.

TEAM WELLBEING

- Request feedback from team members.
- Consider allowing anonymous reporting.
- Offer mental health support.

LEGAL CONSIDERATIONS

- Establish a relationship with legal counsel to help and advise.
- Review public statements. Craft cease and desist letters as needed.

PHYSICAL SAFETY

- Lock doors.
- Ensure parking lot and nearby walkways are cleared and well lit.
- Hire extra security, if needed.
- Hold crisis meeting(s) with team.
- Consider cameras (outside and in).
- Set up automated phone recording.
- Contact local law enforcement.

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mcm-0423