

# Social Media Crisis Toolkit

for Restaurants





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ASSOCIATION

This toolkit was created by Revelation PR, Advertising & Social Media  
for the Wisconsin Restaurant Association

Revelation PR, Advertising & Social Media specializes in hospitality,  
food & beverage and retail marketing and public relations.

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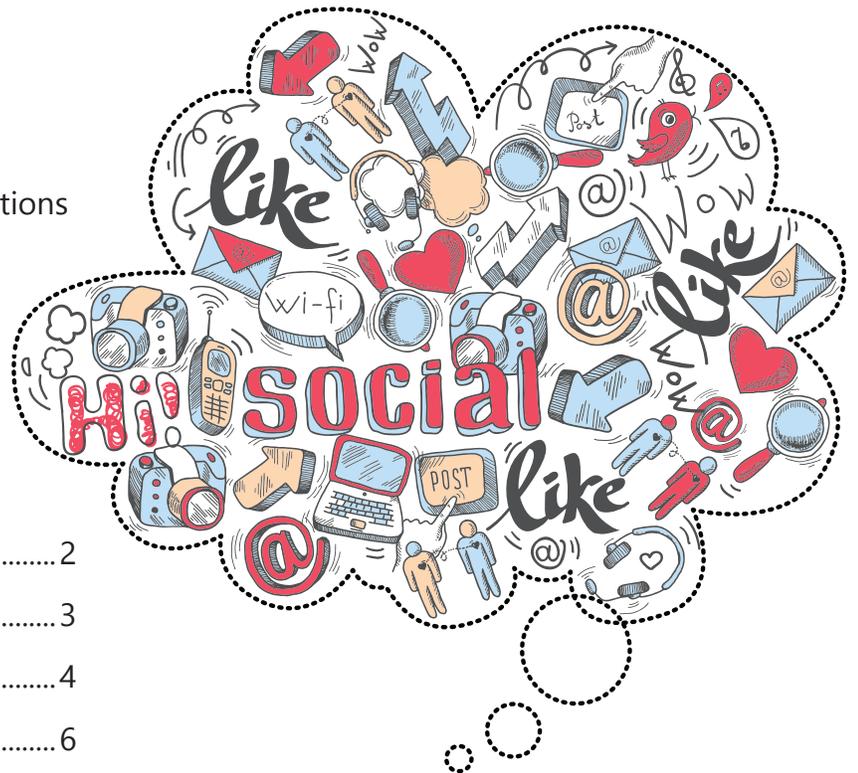
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**INFORMATION • ANSWERS • CONNECTIONS**

## Introduction

It's a new landscape for businesses because of the incredible power that social media wields these days. There are plenty of examples of unfortunate circumstances and social media blunders that have threatened the very livelihood of restaurant businesses. We are seeing this more and more. Not just nationally, but right here in Wisconsin. The Wisconsin Restaurant Association Ask WRA Team has taken countless calls in the last few years where stressed restaurant owners ask for guidance on difficult situations that blew up on social media. Many restaurant owners have told us that they feel unequipped to deal with these situations and are concerned about the effect their response (or lack of response) might have on their business.

This toolkit was developed as a resource for restaurant businesses to help navigate both offline and online incidents before they blow up on social media. The toolkit outlines some basic scenarios that restaurant businesses often face and provides specific advice and suggested language to respond to these situations.

Please feel free to use the language provided verbatim, however we encourage you to tailor the language to your specific situation.

This toolkit also helps to be proactive and think about how you might solve problems before they arise as opposed to scrambling to put together a game plan when things come up.

Obviously, this toolkit won't cover every scenario, but will help you prepare for scenarios that may come your way in the unpredictable world of social media.

WRA has another resource for you when it comes to social media crisis situations. It's the [Ask WRA](#) hotline. Restaurant folks can call or email the hotline anytime there's a question. Big problems or small. Easy questions or hard. Just contact us for quick, confidential answers. That's what we're here for.

Call: 608-270-9950

Email: [askwra@wirerestaurant.org](mailto:askwra@wirerestaurant.org)

Also, WRA's partner Revelation PR, Advertising & Social Media is available to WRA members for a quick phone consultation on social media questions you may have.

Call: 608-622-7767

Email: [brian@revelation.agency](mailto:brian@revelation.agency)



## General Social Media Tips

Your goals in online crisis management should be keeping your restaurant's reputation intact and preventing the situation from getting worse than it already is.

- Remove all pre-scheduled social media posts (e.g. upcoming specials), if any.
- Post pre-written statements (see subsequent sections). On Facebook and Twitter, pin the post to the top.
- Be as transparent as possible, meaning you should explain what you know and don't know, and you should document what steps you're taking to rectify the situation and make amends.
- Show concern and empathy to the victim(s). You are not the victim.
- Do not be defensive or elusive, as this will only make things much worse.
- Ask staff not to discuss the situation on their own social media accounts.



The faster your restaurant acknowledges the problem, takes responsibility and apologizes for any wrong doing, the better.

- Use tools such as Google Alerts and Mention.com, and set up alerts of mentions/comments for all platforms (e.g. Google Business, Yelp, etc.).
- Respond to all mentions and comments, both positive and negative, to show customers you care and to reinforce brand loyalty.
- Don't delete/hide negative comments (maintain transparency).
- Politely correct any misinformation you find.

Don't get into an online crisis in the first place.

- Avoid topics such as politics, religion, etc. Example: [www.nbc26.com/news/national/cup-it-up-restaurant-closed-indefinitely-after-political-fb-post-backfires](http://www.nbc26.com/news/national/cup-it-up-restaurant-closed-indefinitely-after-political-fb-post-backfires)
- Avoid misappropriating hashtags (e.g. #MeToo), and always research hashtags before using them.
- Use an objective eye on your posts: could the words, images or video be deemed as offensive?



## Situation: Service Issues

- No greeting and/or long wait for table
- Inattentive, rude or unknowledgeable staff
- Slow or rushed service
- Billing mistake
- Food not prepared to customer’s liking or received wrong menu item
- Dirty table, dishes/silverware or bathroom

### Goal

To not lose future business from or because of this customer

### Strategies

- Take responsibility—don’t make excuses
- Explain action being taken
- Go above and beyond for restitution

### Responses



Customer Action	Your Actions and Responses
<p>Private message (e.g. Facebook, email)</p>	<p><u>Action:</u> Respond as soon as possible (within 24 hours is best). You should reply using the same medium that they used to contact you.</p> <p><u>Response:</u> Thank you for reaching out to us. Great customer service is our top priority, and I’m sorry for what happened. Please know that we are working with our staff to help improve [ISSUES RELATED TO PROBLEM] moving forward.</p> <p>IF SEVERE SITUATION: We would like to invite you back for [INCENTIVE – e.g. round of drinks, free dinner] so we can begin to repair our relationship. Please reach out to me if there is anything else we can do to make things right. Otherwise, ask for me when you stop in. I look forward to seeing you.</p> <p>Sincerely, [YOUR NAME]</p>
<p>Negative review online</p>	<p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Respond as soon as possible (within 24 hours is best).</li> <li>• If possible, follow up in a private message (e.g. direct message on Yelp, private message on Facebook) after you post your public comment.</li> </ul> <p><u>Public response:</u> Public: Thank you for taking the time to share your feedback. The situation you described does not live up to our service standards, and for that we want to offer our apologies. We will address this issue with our entire staff to prevent this from happening in the future.</p> <p>For severe situation:</p> <ul style="list-style-type: none"> <li>• If private option available (e.g. Facebook, Yelp), add: I will reach out to you in a private message for further resolution.</li> <li>• If private option <u>NOT</u> available (e.g. Google, TripAdvisor), add: We would like to do our part to try to mend our relationship. Please contact me at [PHONE NUMBER/EMAIL] to discuss this further.</li> </ul> <p><u>Private message follow-up for severe situation:</u> Thank you again for bringing this to my attention. As I mentioned, I would like to offer you my apologies. If you’ll give us another chance, we would love to have you/your friends come back to visit. I’d like to offer [INCENTIVE – e.g. pay for your meal].</p>

Customer Action	Your Actions and Responses
In-person complaint	<p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Owner/manager should handle the situation right away</li> <li>• If server, bartender or host can solve the problem, he/she should still alert the manager, so they can follow-up</li> </ul> <p><u>Responses:</u></p> <ul style="list-style-type: none"> <li>• Initial contact <ul style="list-style-type: none"> <li>• For severe situation: [SITUATION] is completely unacceptable. I will personally speak with our staff about [TOPIC OF COMPLAINT]. Please let me [REMEDY – e.g. give free app for long wait, comp meal, etc.] and offer you a [INCENTIVE – e.g. round of drinks, gift certificate, etc.] for your next visit.</li> <li>• For not-so-severe situation: I'm very sorry. I will take care of this right away, and I will speak to our staff to make sure it doesn't happen again.</li> </ul> </li> <li>• Follow-up if staff solves problem: [STAFF NAME] brought [ISSUE] to my attention. I am just checking in to see what I can do to further improve your experience. [OFFER ADDITIONAL REMEDY OR INCENTIVE IF APPROPRIATE]</li> </ul>
Phone complaint	<p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Identify yourself (name/role)</li> <li>• Listen to details of complaint without interrupting or sounding skeptical</li> </ul> <p><u>Response:</u></p> <ul style="list-style-type: none"> <li>• For severe situation: I am sincerely sorry about that situation, and I will talk to my staff to make sure that doesn't happen again. In the meantime, please allow me to make things right with you. [OFFER REMEDY/INCENTIVE].</li> <li>• For not-so-severe situation: I am sorry about that situation, and I will talk to my staff to make sure that doesn't happen again. Thank you for bringing this to my attention, and I hope you will give us another chance.</li> </ul>
Restaurant review mentions service issue	<p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Contact reporter/writer to discuss issues</li> <li>• Speak with staff about service issue that's being addressed</li> </ul> <p><u>Email to reporter:</u> Thank you for taking the time to review our restaurant. I apologize that you had a negative experience. I have spoken to our staff to make sure this issue will not happen again. I hope you will give us another try in the near future.</p> <p><u>Post on social media:</u> Thank you to [MEDIA OUTLET] for its recent review, which stated [USE A POSITIVE SENTENCE FROM THE REVIEW]. We also have taken care of the one-time issue that was mentioned in the review. We can't wait to have you come in and experience our [NAME A FEW DISTINGUISHING FEATURES OF YOUR RESTAURANT].</p>



## Situation: Food Safety Issues

- Foodborne illnesses
- Foreign object in food
- Wrong way of serving food
- Incorrect food handling, storage or preparation
- Low letter grade from health department

### Goal

To keep your reputation intact and prevent illnesses

### Strategies

- Take responsibility—don't make excuses
- Prevent outbreak
- Go above and beyond for restitution



### Responses

Customer Action	Your Actions and Responses
<p>Private message (e.g. Facebook, email)</p>	<p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Respond as soon as possible (within 24 hours is best). You should reply using the same medium that they used to contact you.</li> <li>• Investigate situation immediately</li> </ul> <p><u>Response:</u> I'm very sorry. The health of our customers and facility is our top priority, and what you described is completely unacceptable.</p> <p>What day and time did you have your meal, and what did you eat? I will investigate and then work with the staff to ensure this doesn't happen again.</p> <p>IF SEVERE SITUATION: In addition, I would like to offer [REMEDY – e.g. help pay medical bills]. Please reach out to me if there is anything else we can do to make things right. I look forward to helping in anyway we can.</p> <p>Sincerely, [YOUR NAME]</p>
<p>Negative review online</p>	<p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Respond as soon as possible (within 24 hours is best).</li> <li>• If possible, follow up in a private message (e.g. direct message on Yelp, private message on Facebook) after you post your public comment.</li> </ul> <p><u>Public response:</u> Public: I'm sorry for what happened. The situation you described certainly does not live up to our health and safety standards. We will address this issue with our entire staff to prevent this from happening in the future.</p> <p>For severe situation:</p> <ul style="list-style-type: none"> <li>• If private option available (e.g. Facebook, Yelp), add: I will reach out to you in a private message for further resolution.</li> <li>• If private option NOT available (e.g. Google, TripAdvisor), add: Please contact me at [PHONE NUMBER/EMAIL] to discuss this further.</li> </ul> <p><u>Private message follow-up for severe situation:</u></p> <ul style="list-style-type: none"> <li>• Message 1 (if needed): As I mentioned, I would like to offer my sincerest apologies. What day and time did you have your meal, and what did you eat?</li> <li>• Message 2: Thank you for letting me know. To make things right, I'd like to [REMEDY – e.g. pay for medical bills, refund, etc.].</li> </ul>

Customer Action	Your Actions and Responses
In-person complaint	<p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Owner/manager should handle the situation right away</li> <li>• If server, bartender or host can solve the problem, he/she should still alert the manager, so they can follow-up</li> </ul> <p><u>Responses:</u></p> <ul style="list-style-type: none"> <li>• For severe situation: I am extremely sorry about [SITUATION]. Please let me [REMEDY – e.g. bring new entrée, give comp meal for foreign object, etc.].</li> <li>• For not-so-severe situation: I'm sorry this situation happened, and I will immediately talk to my staff to make sure it's not repeated. I appreciate you bringing this to my attention, and once again, I'm sorry that it happened.</li> </ul>
Phone complaint	<p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Identify yourself (name/role)</li> <li>• Listen to details of complaint (make sure to get the time/date of the meal) without interrupting or sounding skeptical</li> <li>• Investigate situation immediately</li> </ul> <p><u>Response:</u></p> <ul style="list-style-type: none"> <li>• For severe situation: I am extremely sorry about [SITUATION]. I will look into this situation right away to make sure it doesn't happen again. In the meantime, please let me offer you [REMEDY – e.g. refund, etc.].</li> <li>• For not-so-severe situation: I am sorry this situation happened, and I will immediately talk to my staff to make sure it isn't repeated. I appreciate you bringing this to my attention.</li> </ul>
Restaurant review mentions food safety issue	<p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Contact reporter/writer to discuss issues</li> <li>• Speak with staff about food safety issue that was mentioned</li> </ul> <p><u>Email to reporter:</u> Thank you for taking the time to review our restaurant. I apologize that something negative happened. I have spoken to our staff to make sure it will not happen again. I hope you will give us another try in the near future.</p> <p><u>Post on social media:</u> Thank you to [MEDIA OUTLET] for its recent review. Food safety is always a focus for us, and we have taken care of the one-time issue that was mentioned in the review. We can't wait to have you come in and experience our [NAME A FEW DISTINGUISHING FEATURES OF YOUR RESTAURANT].</p>



## Situation: Rogue Employee Issues

- Disgruntled employee/negative online review or social media comments
- Poor employee performance noticed by customers
- Misbehavior in the workplace
- Crime (in or out of workplace)

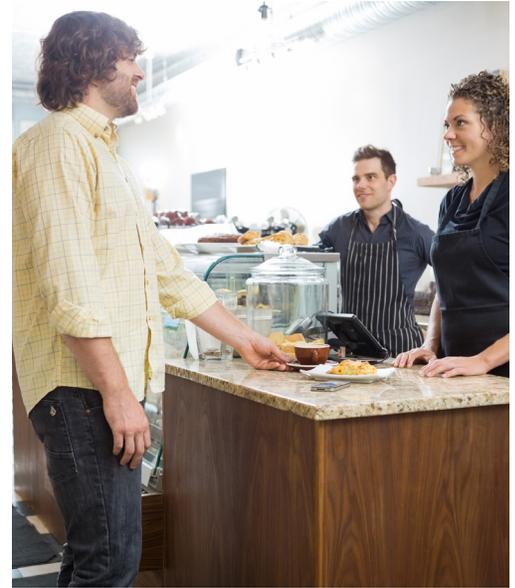
### Goal

To minimize unwanted public attention to brand and to rebuild reputation

### Strategies

- Position situation as isolated incident
- Don't overstep legal boundaries
- Maintain positive relationship with current staff

### Responses



Employee Action	Your Actions and Responses
Disgruntled employee, negative online review or negative social media comments	<p><u>Action:</u></p> <ul style="list-style-type: none"> <li>• Disgruntled employee: Work with law enforcement ASAP (if required)</li> <li>• Negative online review or negative social media comments: Respond as soon as possible (within 24 hours is best) and report false information (e.g. to Yelp).</li> </ul> <p><u>Response to general public (e.g. post on social media):</u> We are aware of the comments an employee made [in person, online review, social media].</p> <ul style="list-style-type: none"> <li>• If comment was an opinion: While everyone is entitled to an opinion, we respectfully disagree with the comments made.</li> <li>• If comment was a lie: Please note that none of what was mentioned is true, and we have reported the post to get it removed.</li> </ul> <p><u>Response to negative review:</u></p> <ul style="list-style-type: none"> <li>• If comment was an opinion: We're saddened to hear you feel this way. Please contact us so we can discuss how we can fix this with you.</li> <li>• If comment was a lie: We do not appreciate you posting false information about the restaurant, and we will contact [Facebook, Google, Yelp, TripAdvisor] to have this post removed.</li> </ul>
Poor employee performance noticed by customer(s)	<p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Owner/manager should handle the situation right away</li> </ul> <p><u>Response to customer(s):</u></p> <ul style="list-style-type: none"> <li>• For severe situation: I am extremely sorry about [SITUATION]. I will immediately talk to the staff member to let him/her know that his/her behavior was unacceptable. In the meantime, please let me [REMEDY – e.g. gift card, give comp meal for mistreatment, etc.].</li> <li>• For not-so-severe situation: I'm sorry this situation happened, and I will immediately talk to the staff member to make sure it's not repeated. I appreciate you bringing this to my attention, and once again, I'm sorry that it happened.</li> </ul>

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Employee Action	Your Actions and Responses
Misbehavior in the workplace	<p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Discipline the employee(s) involved</li> <li>• Fire the employee(s) if warranted</li> </ul> <p><u>Message to employees:</u></p> <ul style="list-style-type: none"> <li>• For severe situation: We do not allow this type of behavior in the restaurant, therefore this staff member no longer works here. We want to reinforce that this should be a safe and professional environment in which to work.</li> <li>• For not-so-severe situation: We do not allow this type of behavior in the restaurant, and the staff member has been disciplined accordingly. We want to reinforce that this should be a safe and professional environment in which to work.</li> </ul>
Crime (in or out of workplace)	<p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Work with law enforcement (if required)</li> <li>• Fire the employee</li> </ul> <p><u>Response to general public:</u></p> <ul style="list-style-type: none"> <li>• For crime in workplace situation: We are extremely sorry for the incident that happened at our restaurant. We are working with local law enforcement and will take steps to prevent this from happening again. Please be assured that the safety of our customers is a top priority. [EXPLAIN TIMELINE – e.g. if they need to be closed for a few days, open only at lunch, etc.]</li> <li>• For crime out of workplace situation: We are aware of the recent [actions, allegations] of a now former employee, and we will work with local law enforcement as needed. This incident is completely unacceptable, which is why we terminated the employee as soon as we found out. [EXPLAIN TIMELINE – e.g. if they need to be closed</li> </ul>



## Situation: Discrimination

- Employee to customer
- Employee to employee

### Goal

To keep reputation intact and minimize backlash from incident

### Strategies

- Take responsibility—don't make excuses
- Position situation as an isolated, one-time event
- Re-establish inclusive environment

### Responses



Employee Action	Your Actions and Responses
<p>Employee reports discrimination from another employee</p>	<p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Investigate incident</li> <li>• Review employee handbook with individual in question on a one-on-one basis</li> <li>• Follow-up about corrective action</li> <li>• Review employee handbook with entire staff at next staff meeting or call a special mandatory meeting if situation is severe</li> </ul> <p><u>Response to affected employee:</u> Thank you for bringing this to my attention [EMPLOYEE NAME]. Please tell me exactly what happened so we can determine what our course of action will be. My goal is to make sure you feel comfortable here at work.</p> <p><u>Response to accused employee:</u> One of your co-workers recently brought [INCIDENT] to my attention. Discrimination of any kind is not tolerated here, which is outlined in the employee handbook [you read upon hire]. Please tell me your side of the story so we can figure out where to go from here.</p> <p><u>Follow-up about corrective action:</u> (Accused employee) – After careful consideration, we have decided to:</p> <ul style="list-style-type: none"> <li>• If less severe: give you a written warning and put you on probation for [TIME – e.g. a month, six months]. If anything like this happens again, you could face suspension/termination.</li> <li>• If severe: suspend/terminate you for violating company policy. We hope you have learned from your mistake and will think about your actions more carefully in the future.</li> </ul> <p>(Affected employee) – After careful consideration, we've decided to:</p> <ul style="list-style-type: none"> <li>• If less severe: give [ACUSED EMPLOYEE NAME] a written warning and put him/her on probation for [TIME – e.g. a month, six months]. If anything like this happens again, he/she will face suspension/termination. Are you comfortable with this solution?</li> <li>• If severe: suspend/terminate [ACUSED EMPLOYEE NAME] for his/her actions. Thank you again for bringing the incident to our attention.</li> </ul> <p>(If severe, share with entire staff) – [EMPLOYEE NAME] was [CORRECTIVE ACTION – e.g. suspended/terminated] for violating company policy. We will have a mandatory meeting on [DATE] to review the employee handbook so that we can all brush up on our workplace policies.</p>

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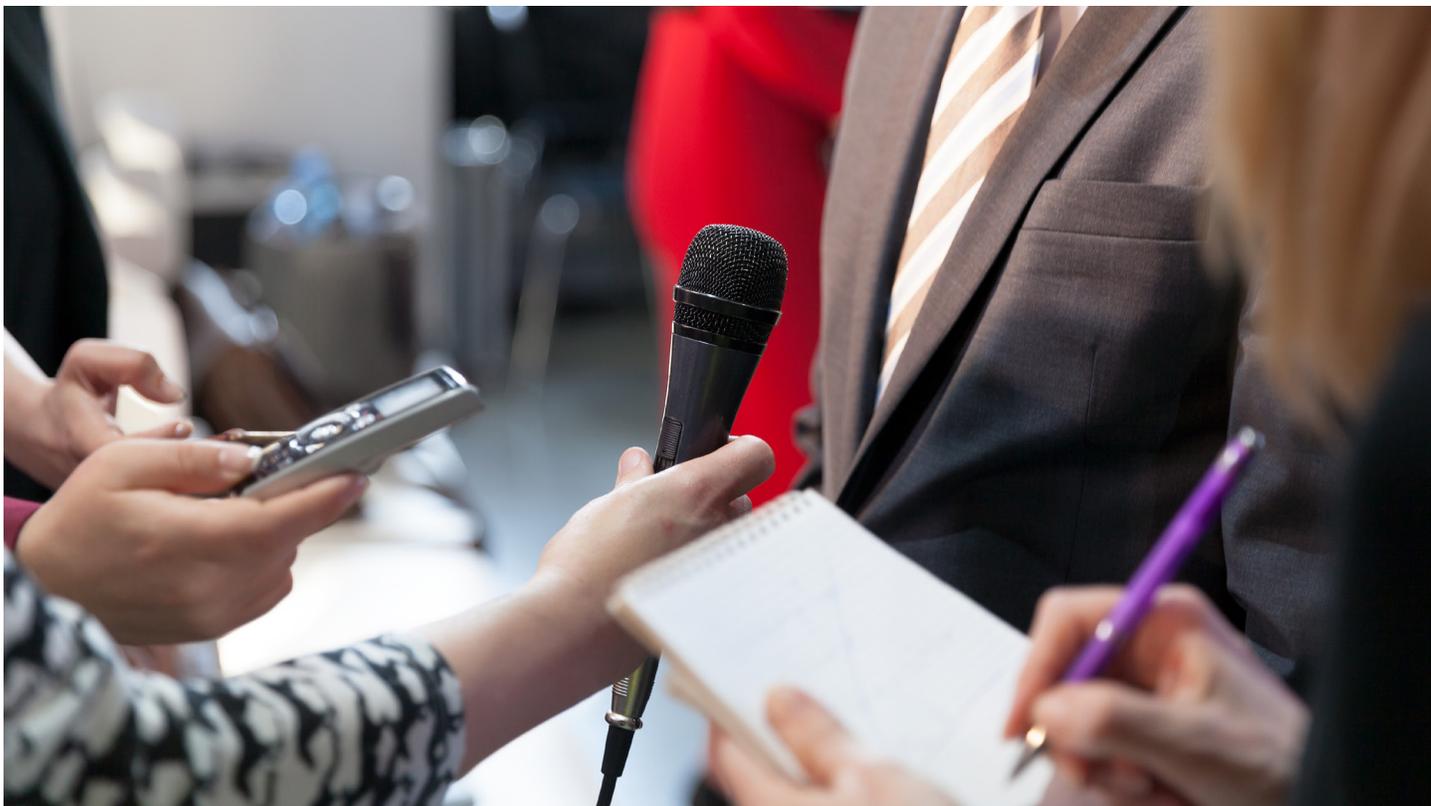
Customer Action	Your Actions and Responses
<p>Private message (e.g. Facebook, email)</p>	<p><u>Action:</u></p> <ul style="list-style-type: none"> <li>• Respond as soon as possible (within 24 hours is best)</li> <li>• Investigate incident</li> <li>• Review employee handbook with entire staff (call a staff meeting if severe)</li> <li>• Follow-up about corrective action (one week max.)</li> </ul> <p><u>Response:</u></p> <p>Thank you for bringing this issue to my attention. Discrimination of any kind is not tolerated at our establishment, and I want to offer my sincerest apologies.</p> <p>We are investigating the specific incident further to determine the best course of action. Also, we plan to review our policies and procedures with our entire staff. While we haven't had any issues like this in the past, we want to prevent anything like this from happening in the future.</p> <p>Please feel free to reach out to me if there are any other details you can share, or if there is anything else we can do to help make things right. We strive to provide an environment that is welcoming for all, and we hope to prove that to you in the future.</p> <p>Sincerely, [YOUR NAME]</p> <p><u>Corrective action follow-up for less-severe situation</u> (a joke in poor taste, inappropriate comment not intended to offend): Good morning/afternoon/evening [CUSTOMER'S NAME],</p> <p>I had a chance to look into the incident and speak with the individual in question. [STAFF MEMBER NAME] recalls his/her [ACTION] and is very apologetic. After reviewing our policies with him/her, he/she now understands that his/her actions were both inappropriate and offensive.</p> <p>After careful consideration, we decided to issue him/her a written warning [and place him/her on probation]. We are confident he/she has learned from his/her mistake and that nothing like this will happen again in the future.</p> <p>We hope you choose to dine with us again. If so, please ask for me when you arrive. I would be happy to offer you a complimentary meal.</p> <p>Sincerely, [YOUR NAME]</p> <p><u>Corrective action follow-up for severe situation</u> (e.g. – refusal to serve table based on prejudice, blatant offensive comment): Good morning/afternoon/evening [PERSON'S NAME],</p> <p>I had a chance to look into the incident and speak with the individual(s) in question. After careful review, we have decided to [CORRECTIVE ACTION – e.g. suspend or terminate] the person/people involved. As I mentioned earlier, we do not tolerate discrimination at our establishment, and we felt it was necessary to take action that reflects this.</p> <p>Please allow me to offer you a [REMEDY – e.g. gift certificate, free meal] so you can stop back and try us again. We hope you find our establishment to be as welcoming as we intend it to be.</p> <p>Sincerely, [YOUR NAME]</p>

—Continued—

Customer Action	Your Actions and Responses
Negative review online	<p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Respond as soon as possible (within 24 hours is best).</li> <li>• If possible, follow up in a private message (e.g. direct message on Yelp, private message on Facebook) after you post your public comment</li> <li>• Investigate incident</li> <li>• Review employee handbook with entire staff (call a staff meeting if severe)</li> <li>• Follow-up about corrective action within one week (if they contact you/if private message option is available)</li> </ul> <p><u>Public response:</u> Discrimination of any kind is not tolerated at our establishment, and I want to offer our sincerest apologies for your experience. We plan to investigate this situation further and will do our part to prevent it from happening again. Our goal is to provide a welcoming environment for all.</p> <ul style="list-style-type: none"> <li>• If private option available (e.g. Facebook, Yelp), add: I will reach out to you in a private message so we can discuss next steps.</li> <li>• If private option NOT available (e.g. Google, TripAdvisor), add: Please contact me at [PHONE NUMBER/EMAIL] so we can discuss next steps.</li> </ul> <p><u>Private message follow-up (if an option):</u> Thank you again for bringing this to my attention. As I mentioned, I would like to offer my sincerest apologies for your experience. What you described is unacceptable, and I assure you we will prevent it from happening again.</p> <p>In the meantime, I'd like to offer you a refund for your meal. Please contact me at [PHONE NUMBER/EMAIL] and let me know what time you dined with us and what you ordered so that I can find the ticket.</p> <p><u>Corrective action follow-up for less-severe situation (if private messaging option available or if customer contacts you):</u> I had a chance to look into the incident and speak with the individual in question. [STAFF MEMBER NAME] recalls his/her [ACTION] and is very apologetic. After reviewing our policies with him/her, he/she now understands that his/her actions were both inappropriate and offensive.</p> <p>After careful consideration, we decided to issue him/her a written warning [and place him/her on probation]. We are confident he/she has learned from his/her mistake and that nothing like this will happen again in the future.</p> <p>We hope you choose to dine with us again. If so, please ask for [YOUR NAME] when you arrive. I would be happy to offer you a complimentary meal.</p> <p><u>Corrective action follow-up for severe situation (if private messaging option available or if customer contacts you):</u> I had a chance to look into the incident and speak with the individual(s) in question. After careful review, we have decided to [CORRECTIVE ACTION – e.g. suspend or terminate] the person/people involved. As I mentioned earlier, we do not tolerate discrimination at our establishment, and we felt it was necessary to take action that reflects this.</p> <p>Please allow me to offer you a [REMEDY – e.g. gift certificate, voucher for free meal] so you can stop back and try us again. Let me know where you'd like me to send it. We hope you find our establishment to be as welcoming as we intend it to be.</p>
In-person complaint	<p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Owner/manager should handle the situation right away (discrimination on any level should go straight to the top)</li> </ul> <p><u>Response:</u> I am sincerely sorry for what you experienced, and I assure you I will personally investigate the incident further to prevent anything like this from happening again. Discrimination of any kind is not tolerated at our establishment. Please allow me to [REMEDY – e.g. comp meal].</p>

—Continued—

Customer Action	Your Actions and Responses
Phone complaint	<p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Identify yourself (name/role)</li> <li>• Listen to details of complaint without interrupting or sounding skeptical</li> <li>• Investigate incident</li> <li>• Review employee handbook with entire staff (call a staff meeting if severe)</li> </ul> <p><u>Response:</u> Thank you very much for bringing this to my attention. I am truly sorry for your experience. Discrimination of any kind is not tolerated at our establishment. I will personally investigate this incident further and will review our policies with the entire staff to prevent anything like this from happening again. Our goal is to provide a welcoming environment for all, and if you are willing, I would like to offer [REMEDY – e.g. gift certificate] to stop back and give us another try. Please ask for [YOUR NAME] when you arrive.</p>



Media Action	Your Actions and Responses
Reporter writes about discrimination incident	<p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Contact reporter/writer to discuss issues</li> <li>• Address issue publicly</li> </ul> <p><u>Response to reporter:</u> Discrimination of any kind is not tolerated at our establishment. We are currently investigating the incident in question to determine the best course of action and to help prevent anything like this from happening in the future. Our goal is to establish a welcoming environment for all.</p> <p><u>Post on social media (in response to article/write-up):</u> It has been reported that a discrimination-related incident that occurred at our establishment. To date, this is the first time such an incident has occurred. We take these types of claims very seriously and are currently investigating the issue to determine our best course of action. Discrimination of any kind is not tolerated at our establishment, and we will do our part to prevent anything like this from happening again.</p>

Still have questions?  
Have a specific situation not covered here?

Ask WRA at:  
**608-270-9950**  
**[askwra@wirestaurant.org](mailto:askwra@wirestaurant.org)**

