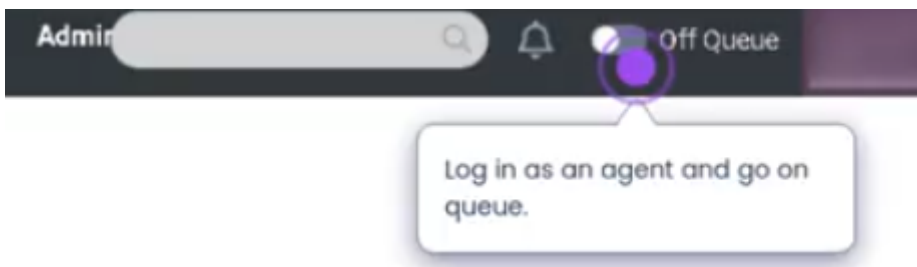
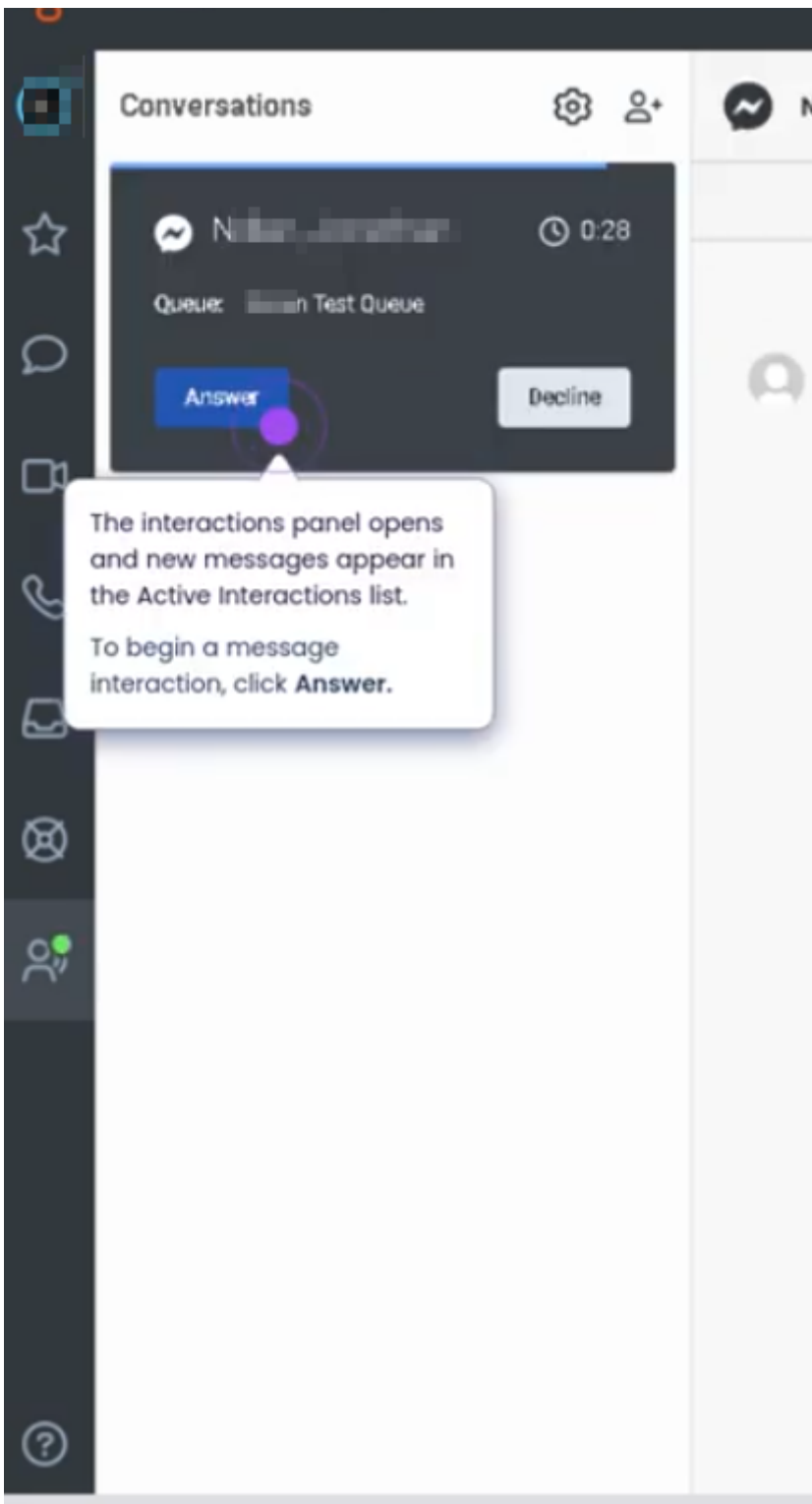


Genesys Cloud - Agent - Accept and respond to a social media interaction

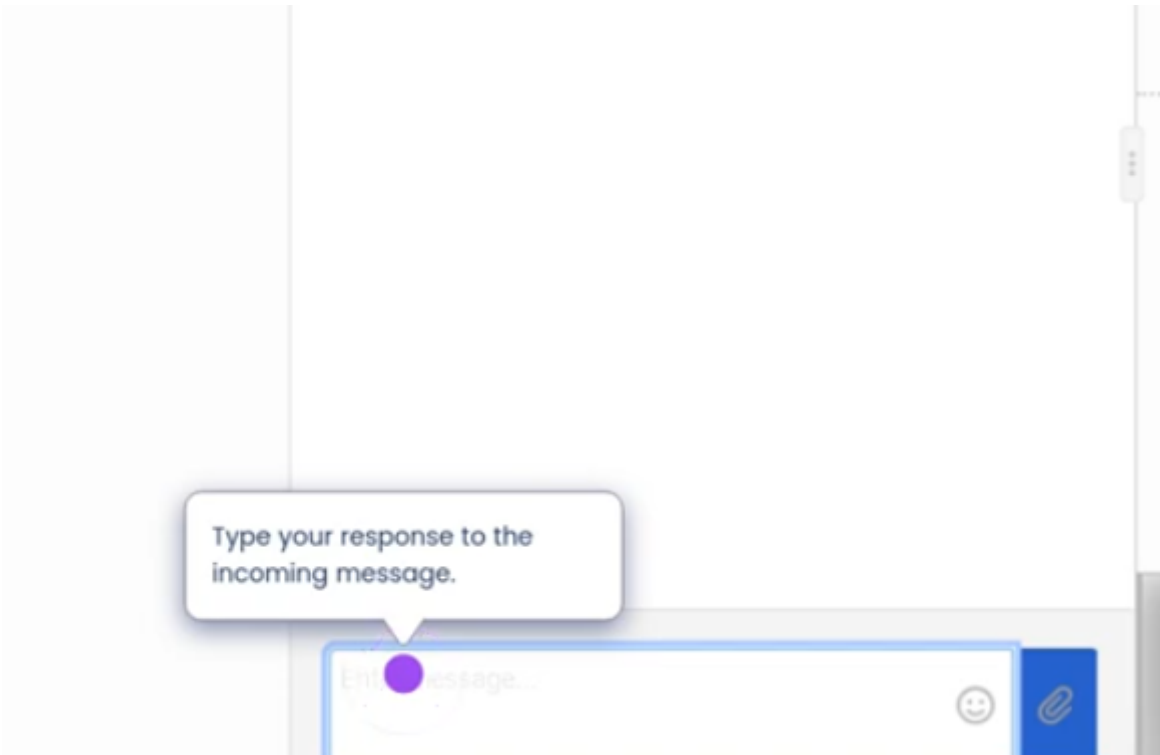
Logon to a queue as agent



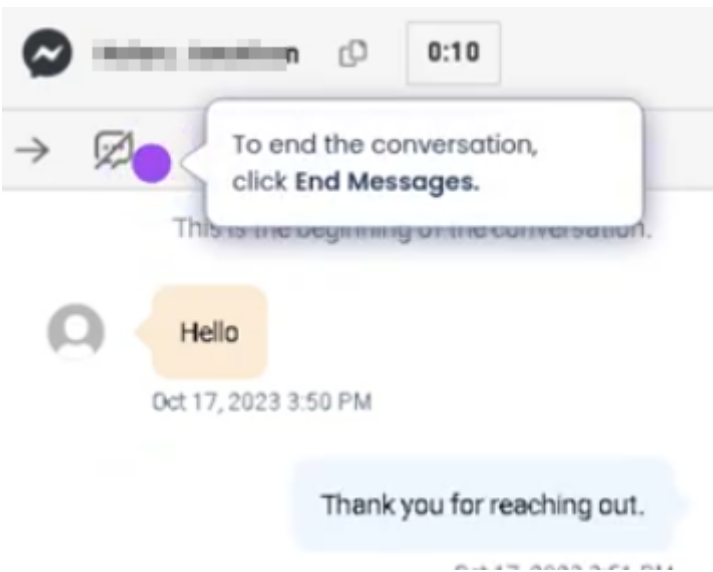
Interaction panel



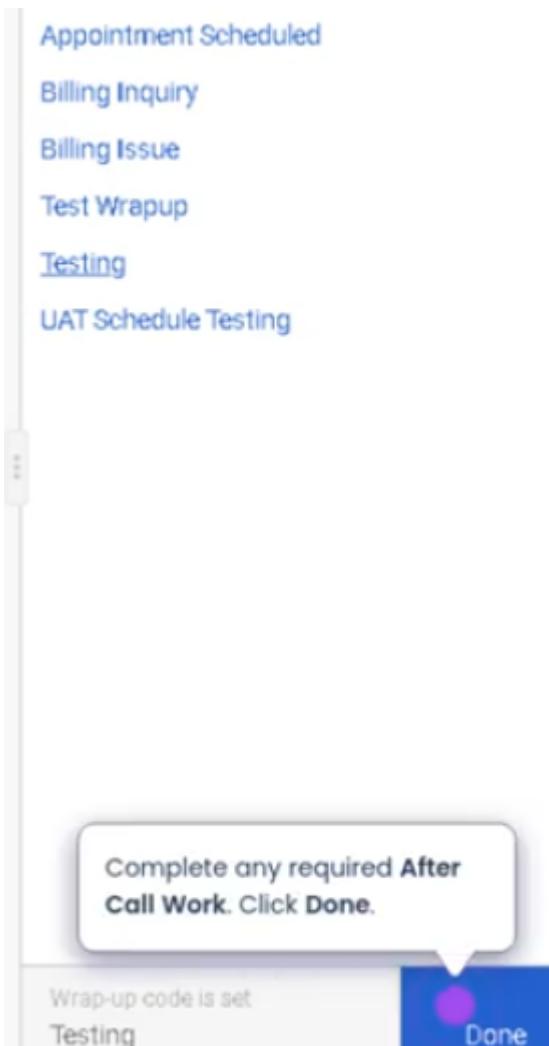
Reply to message



End interaction



Disposition interaction



Respond to Social Media Interactions (Genesys Cloud)

Summary

Accepting and responding to **social media interactions** in Genesys Cloud allows agents to engage with customers through social platforms such as **Facebook, X (Twitter), Instagram, or other supported social integrations**. These interactions are routed to agents through queues, similar to voice or messaging interactions, and can be managed directly within the **Agent Workspace**.

Social media interactions enable organizations to respond to customer inquiries, complaints, or feedback posted on social platforms while maintaining structured routing, tracking, and reporting within the contact center environment.

Utilization

Use Case	Description
Customer support through social platforms	Agents respond to customer inquiries posted on social media
Brand reputation management	Organizations address public complaints or feedback quickly
Digital customer engagement	Customers interact with support teams through preferred social channels
Queue-based routing	Social media interactions are routed through support queues
Public and private responses	Agents may respond publicly or through direct messaging depending on the platform

Social media integration helps organizations **centralize customer engagement across multiple digital channels** while maintaining consistent service levels and response tracking.

Best Practices

Practice	Reason
Respond promptly to social media interactions	Public posts can impact brand reputation if left unanswered
Maintain professional tone and brand voice	Responses are often visible to a public audience
Review the entire conversation thread before responding	Ensures accurate and relevant responses
Use private messaging for sensitive information	Protects customer privacy and security
Escalate complex issues when necessary	Prevents misinformation and improves resolution quality
Follow company social media policies	Ensures consistent and compliant communication

Example Scenarios

Scenario 1 – Customer Complaint on Social Media

Customer posts complaint on social media



Interaction captured and routed to support queue



Agent receives notification



Agent accepts the interaction



Agent responds publicly to acknowledge issue

Scenario 2 – Direct Message Support Request

Customer sends direct message through social platform



Interaction routed to social support queue



Agent accepts interaction in Agent Workspace



Agent responds to customer message

Scenario 3 – Public Post Escalation

Customer posts urgent complaint publicly



Interaction routed to social media support queue



Agent accepts interaction



Agent acknowledges publicly and moves conversation to private message



Issue resolved through private communication

Key Benefits

Benefit	Explanation
Centralized social engagement	Agents manage social interactions alongside other channels
Faster response to public feedback	Helps protect brand reputation
Structured queue routing	Ensures interactions reach the appropriate team
Improved customer accessibility	Customers can contact support through social platforms
Integrated reporting	Social interactions are tracked within Genesys Cloud analytics

Revision #2

Created 11 March 2026 15:30:22 by Cesar Gzz

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