

Dear [Customer Name],

I want you to know how terribly sorry we at [Company Name] are for exhibiting poor judgment in crafting our most recent social media post. It was distasteful and we sincerely regret it.

We have since removed the post and created a new policy for double checking the posts that our team members create before they get published. We've also explained to our team the importance of sensitivity regarding this topic.

We want you to know that we take your concerns seriously and we truly apologize for allowing this inappropriate message to sneak through the cracks. We strive to do better in the future and are always appreciative of the feedback you provide.

Sincerely,

[Name]

[Title]