

Dear [Customer Name]

Yesterday, we shared a tweet from our company's Twitter handle that was about [Topic]. This tweet was in poor taste, and it caused offense to many of our followers.

We'd like to apologize for this incident. At [Company Name], we care deeply about being respectful towards everyone we interact with, no matter how slight our interaction. We're fully aware of the damage that a tweet such as this can do, and we sincerely regret allowing it to be published.

We have since removed the tweet. Our social media, content and leadership teams have been working together to revise our social media policy in order to clearly define what kind of content is considered unacceptable, and why. We're making sure that all our team members understand and adhere to this policy in the future. We've also introduced multiple checks in our social media publishing process to ensure that such offensive content doesn't slip by us again.

We'd like to thank those of you who came forward with your concerns about this. We're grateful for your feedback, and hope that we can exceed your expectations in the future.

Sincerely,

[Employee Name]

[Designation]