

**A new comment on a social media account.**

**Is it positive?**

**Y**

**N**

**Evaluate**

Give a factual well cited responses which may agree or disagree with the post but not be negative.

You can agree, let the comment stand or provide a positive note.

You can allow the conversation to continue and jump in later.

Do you want to respond?

**Y**

**Is it a "troll" dedicated to bashing & degrading? Is the post a rant, joke, ridicule or satirical?**

**N**

**Is the comment "Incorrect" Are there factual errors in the comment?**

**N**

**"Unhappy Customer"**

Negative interaction w/ product or employee.

Is it fair? Do you need more info to respond?

**Respond**

**Y**

**Monitor Only - Avoid responding to troll posts. You may not know it is a troll until later in the conversation. Fix errors. Be reasonable.** If it is specifically bashing a person – you may remove it but tell your community what you did and why. (cite privacy issues)

**Y**

**Fix the facts: gently, with humour if appropriate. State appreciation, acknowledge frustration, fix facts, state thanks**

**Y**

**Acknowledge their frustration. Learn more about the facts. Direct person to a different platform if needed or ask to call, follow through to ensure is handled. When a solution found, respond and act w/ a reasonable solution. If possible, ask to resolve offline. Perhaps blog about what you did right/wrong & how your resolved it.**

**Respond**

**Y**

**"Share Success"**

Acknowledge and thank. Ask if you can share the story on your social media networks.

**N**

**"Share Knowledge"**

Base response on present situation & your knowledge. Direct to more appropriate resources

**Things to Consider**

**Transparency:** who is responding? When does it need to be escalated to management?

**Sources:** can you include hyperlinks, images or other references (Nb: customer service or employee issues may need legal input)

**Timelines:** If it is a conversation, you need to be involved in a timely manner. If it is a difficult question, advise that you need to look into it and take time to craft a good response. No more than 12 hours.

**Tone:** Respond in a tone that is not defensive. The tone should reflect your brand and messaging.