**Social Media Response Assessment**

**RESPONSE TO YOUR POST OR COMMENT**  
When you created content (posts or comments) in the social media space did you get a positive response or a negative response?

**POSITIVE**

**TAKE ACTION?**
Even with positive responses you need to decide whether or not to take action on the post or comment. This depends on how much you agree with the feedback provided. Do you have strong feelings about the issue or are working on it in other ways?

- **YES**  
  - **SHARE**
    - Is this something you agree with strongly or would say? Go ahead and reshare the post or comment on your profile. (See response considerations)
  - **LIKE OR HEART**
    - If you agree with the post or comment but do not wish to share or repost you can usually “like” or “heart” it to show support.
  - **LEAVE ALONE**
    - Just because you agree with what an organization says, you may not want to take any action because of who the organization is. It’s always okay to not engage.

- **NO**
  - **LET STAND**
    - Let the post stand - no response.

**NEGATIVE**

**“TROLLS”**
Is it a person or organization known for bashing specific issues and degrading others?

- **YES**
  - **IGNORE**
    - Avoid responding to the post, monitor the site for relevant information and comments and/or pass along to your social media team or WSAC.

- **NO**
  - **“RANTER”**
    - Is the post a rant, rage, joke or satirical in nature?
    - **YES**
      - **RESTORATION**
        - Respond by saying, “I hear you, thank you” and then give them more information or take outside action or take it offline.
    - **NO**
      - **“MISGUIDED”**
        - Are there erroneous facts in the posting?
        - **YES**
          - **FIX THE FACTS**
            - Can you respond with factual information directly or point them to an online resource? (See response consideration)
        - **NO**
          - **“UNHAPPY”**
            - Is the posting the result of a negative or unpleasant experience with your public service?
            - **YES**
              - **RESTORATION**
                - Respond by saying, “I hear you, thank you” and then give them more information or take outside action or take it offline.
            - **NO**
              - **LEAVE ALONE**
                - Just because you agree with what an organization says, you may not want to take any action because of who the organization is. It’s always okay to not engage.

**RESPONSE CONSIDERATIONS**

**TRANSPARENCY**  
Disclose your connection to the person, business, organization.

**SOURCING**  
Provide references by including hyperlinks, video, images or other materials.

**TIMELINESS**  
Take the time to write good responses. Begin with the pre-approved messages to help with your response. If possible, try to respond within 24 hours.

**TONE**  
Respond in a tone that reflects highly of your public service, and follows the communications principles of transparency and respect.

**INFLUENCE**  
When appropriate consider referencing key influencers and groups that publicly support your public service. (i.e. the local paper, nonprofits, police and fire)