Social Media Response Assessment

WSAC — WASHINGTON STATE ASSOCIATION of COUNTIES

DISCOVERY

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

NEGATIVE

ENGAGEMENT

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?

NO

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

OR

"RANTER"
Is the post a rant, rage, joke or satirical in nature?

OR

"MISGUIDED"
Are there erroneous facts in the posting?

OR

"UNHAPPY"
Is the posting the result of a negative or unpleasant experience with your public service?

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.

YES

FIX THE FACTS
Can you respond with factual information directly or point them to an online resource? (See response consideration)

YES

YES

RESTORATION
Respond by saying, "I hear you, thank you" and then give them more information or take outside action or take it offline.

LET STAND
Let the post stand - no response.

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)

OR

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.

OR

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)