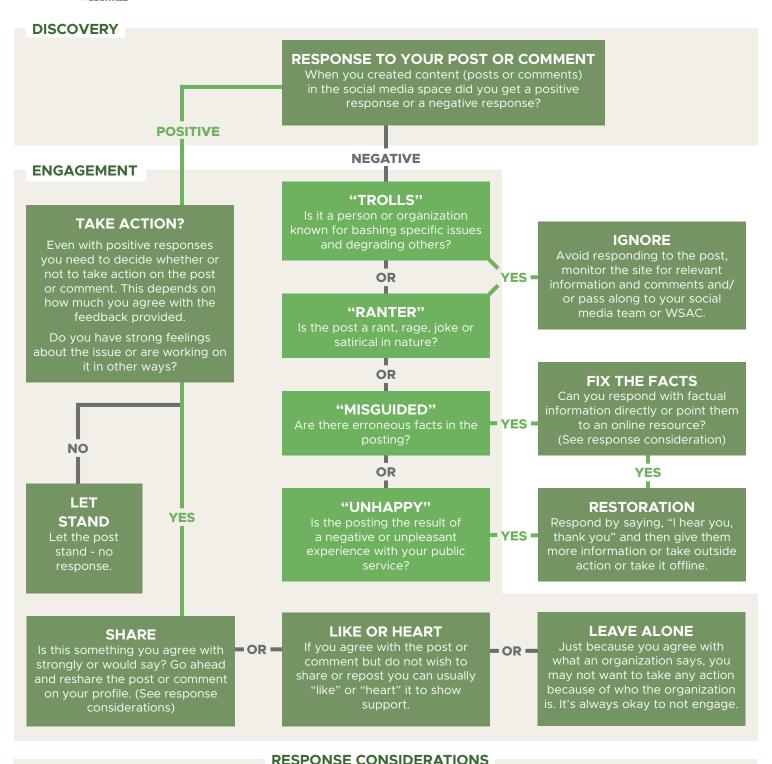


# Social Media Response Assessment



## **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 preapproved 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)