Social Media Guide

NEW COMMENT: Is the comment positive?
- Yes: No Response
- No: A

AGGRESSIVE: Is the comment overly negative & dedicated to ridiculing others?
- Yes: Are commenters trolls? (seeking reaction/attention, gains energy from responses)
- No: B

MISGUIDED: Does the comment have some or all of the facts wrong?
- Yes: CLARIFY: Comment with factual information.
- No: C

ACTIONABLE ISSUE: Does the post detail an unresolved issue?
- No: D

FINAL EVALUATION: Will you respond? (Base on circumstances, site influence, stakeholder prominence)
- No: No Response
- Yes: E

CLEAR GOAL: Response aims to achieve goal (inform, guide, thank)

PERSONALIZE: Response is not generic

TONE: Response is conversational and makes positive statement

CUSTOMER: Response positions you as true customer advocate

*Source: smartinsights.com*