

SOMEONE HAS POSTED A COMMENT ONLINE!

WELL...WHAT IS THE TONE OF THE POST?

POSITIVE/
NEUTRAL

NEGATIVE

IS IT ON ONE
OF OUR PAGES?

NO

YES

DO YOU WANT
TO RESPOND?

YES

NO

No response

Say Thanks or
take no action

Can you add value
and/or clarification?

NO

YES

Encourage a conversation
by agreeing, expanding
or clarifying

ALLOWED CONTENT?

Does the comment align
with our social media policy?

NO

Refer to the social
media policy

Is the post related to a
potential crisis, media or
legal issue?

NO

YES

AGGRESSIVE?

(overly negative and dedicated to
bashing, raging, or ridiculing?)
Or does the user create a hostile
environment?

YES

MISGUIDED?

Does the post have
the facts wrong?

YES

1. Send private message to poster. (optional)
2. Gently correct the facts as a public comment.

DO NOT RESPOND

Take a screenshot & note
the URL. Email it to
marketing@ymcadallas.org

RESPONSE BEST PRACTICES

SET THE TONE

Respond in a conversational
and positive tone.

RESPOND PROMPTLY

But don't rush your response!

BE CLEAR

Respond with a goal to inform,
guide, document, thank etc.

BE AN ADVOCATE

Maintain a customer focus