

DM Patten

Social Media Response Assessment

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DM Patten | www.dmpattenonline.com

Discovery

Web Posting

Has someone discovered a posting about the organization? Is it positive or balanced?

Evaluation

Review and/or Answer Posting

Do you want to agree or disagree online with a posting or provide a factual well cited response?

You can also let it stand by not responding.

Negative Posting

Is this a site dedicated to bashing and/or degrading others?

Is this a posting a rant, rage, joke or satirical in nature?

Are there misguided or erroneous facts in the posting?

Is it the result of a bad experience?

Respond

Share Success

Do you wish to proactively share your story?

Fix the Facts

Do you want to respond with factual information directly on the comment board?
Will fixing the facts produce a favorable solution?

Monitor

Avoid responding to specific postings, monitor the site for relevant information and comments.

Final Evaluation

Write response for current circumstances only.

Response Considerations

Transparency

Disclose your connections. Don't try to hide any affiliations.

Sourcing

Cite your sources by including links, video, images or other references.

Timeliness

Take time to create quality responses. Don't rush things.

Tone

Respond in a tone that reflects the integrity of the company.

Influence

Focus on the most used sites related to the company's interests.