

# SOCIAL MEDIA RESPONSE ASSESSMENT

## DISCOVER

YES

**WEB POSTING**  
Has someone discovered a post about the organization?  
Is it positive or balanced?

NO

## EVALUATE

**CONCURRENCE**  
A factual and well-cited response, which may agree or disagree with the post, yet is not factually erroneous, a rant or rage, bashing or negative in nature. You can concur with the post, let stand or provide a positive review. Do you want to respond?

**"TROLLS"**  
Is this a site dedicated to bashing and degrading others?

NO

YES

**MONITOR ONLY**  
Avoid responding to specific posts, monitor site for relevant information and comments. Notif HQ.

**"RAGER"**  
Is the posting a rant, rage, joke or satirical in nature?

NO

YES

**FIX THE FACTS**  
Do you wish to respond with factual information directly on the comment board?

YES

**RESTORATION**  
Do you wish to rectify the situation and act upon a reasonable solution?

NO

**LET STAND**  
Let the post stand – no response.

YES

**"MISGUIDED"**  
Are there erroneous facts in the posting?

NO

YES

**"UNHAPPY CUSTOMER"**  
Is the posting a result of a negative experience?

NO

YES

## RESPOND

**SHARE SUCCESS**  
Do you wish to proactively share your story and your mission?

**FINAL EVALUATION**  
Write response for current circumstances only. Will you respond?

YES

## RESPONSE CONSIDERATIONS

**TRANSPARENCY**  
Disclose your Air Force connection.

**SOURCING**  
Cite your sources by including hyperlinks, images, video or other references.

**TIMELINESS**  
Take time to create good responses. Don't rush.

**TONE**  
Respond in a tone that reflects highly on the rich heritage of the Air Force.

**INFLUENCE**  
Focus on the most used sites related to the Air Force.