

Someone has written about us online
Is it positive?

Yes

Yes

Accurate

Is it a factual, well researched item?
Even if it disagrees with some things, is it responsible, balanced and overall not negative?

No

Join in
Get involved with the discussion. Thank the author for their thoughts. Share your views - add more to the story.

Evaluate
consider the situation, the influence of the site or writer before deciding if you'll respond.

No

Malicious

Look at what else the author has written: do they typically attack others?

Yes

Monitor

Avoid responding but keep track of relevant activity on the site.

No

Victimising?

Is the writer ranting, joking or satirising?

Yes

No

Misguided

Has the writer misunderstood or used incorrect evidence?

Yes

No

Unhappy

Is the writer complaining about us or our services?

Yes

Fix
Provide a good customer service: respond promptly, diagnose the issue, refer the writer to the appropriate team or source of information.

Correct
Respond to the post with factual information. Do not enter into an argument.

No

Before you respond...

Be transparent - be honest about your connection to the story.

Cite sources - be clear about your sources of information, include links to them.

Don't rush - take time to make your response a good one, if you can't articulate it all in the space (e.g. on Twitter), write a fuller version on the story elsewhere (e.g. a press release, a blog posting) and link to it from Twitter.

Get the tone right - make it appropriate to the story, the organisation and medium you're using.

Focus - on your most influential online activity; is responding to this story or this author a good use of your time?