



# HOW TO REVIEW A POST OR COMMENT

Do I need to engage, or is it just chatter?



## POSITIVE

## NEGATIVE

Is it true and relevant?

NO

Try to respond kindly with correct info through engagement and trust.

YES

Positively reinforce their message with thanks.



### BE POSITIVE + FRIENDLY

Craft your reply, don't react.

### BE HELPFUL + HONEST

Get an answer for them or engage an in-house expert.

### BE UNDERSTANDING + USE EXAMPLES/ OFFICE SOURCES

Take your time, write well and proofread.

### BE NEUTRAL + CONSISTENT

Your attitude and tone reflects the whole company/organization.

### BE KIND TO TROLLS

by not engaging.

Does the comment contain abusive language, threats or foul words?

YES

Ignore, block and/or delete the post or comment.

NO

Is this person a troll? Just bashing the industry and/or company?

YES

Ignore the post or comment. Don't engage. Delete if multiple persists.

NO

Does the post have incorrect information or errors?

YES

Use good judgement. Find correct info and word your response kindly. You may agree or disagree with the post, as long as you come across helpful, not a know-it-all. Engage with soft words that are inclusive.

NO

Is this comment a result of a bad experience?

YES

Privately message or reach out directly using above tactics. Cannot reply to post because of HIPAA. Once the engagement settles down and you have gotten the situation under control, ask if they would consider deleting their post.

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