Evaluate

Comment is received

Is it positive?

Is it negative?

Type of User

Any person

Unhappy

Misinformed

Degrading or disrespectful

Other

Respond

Thank. Provide additional info where appropriate.

Acknowledge concern, offer assistance.

List the facts. Link to correct information if possible in a follow-up post.

Monitor. Many of these commenters are simply looking for a response to further attack. Delete it if it violates terms of service or harms the Whitworth community.

Is it relevant to Whitworth or your site?

Is it positive?

YES

NO

Delete and refer commenter to Whitworth’s policy or refer to appropriate site.

Delete if the information is damaging and refer commenter to Whitworth’s policy.

Is it negative?

Unhappy

Misinformed

Degrading or disrespectful

Any person

YES

NO

YES

NO

Remember...

Transparency
Be clear about who you are.

Reference
Include links, video, images or other references where appropriate.

Timeliness and accuracy
Take time to respond well. Don't rush.

Tone
Respond in a way that reflects Whitworth’s values.

Allow discussion, engage as needed.