

### **Should I Respond Online to comments Posted on a City of Avalon Social Media Site?**

COMMENT POSTED  
it positive or balanced?

For More Information please  
see the City of Avalon  
Social Media Use and Public  
Outreach Policy

Yes

No

## CONCURRENCE

A factual and well cited response, which may agree or disagree with the post, yet is not negative.

You can concur with the post, let stand or provide a positive review.

Do you want to respond?

No

Yes

LET STAND  
Let the post  
stand—no  
response.

**“TROLLS”**  
Does the comment violate policy?



Remove comment  
from site and archive.  
Warn user.

No

**“RANGER”**  
Is the comment a rant, rage, joke or satirical in nature?

Yes

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

No

**“MISGUIDED”**  
Are there erroneous facts in the posting?

Yes

**FIX THE FACTS**  
Do you wish to respond with factual information?  
(See Response Considerations)

No

**“UNHAPPY CUSTOMER”**  
Is this posting a result of a negative experience?

Yes

**RESTORATION**  
Do you wish to rectify the situation and act upon a reasonable solution?  
(See Response Considerations)

No

SHARE SUCCESS  
Do you wish to proactively  
share the City's perspective?

Yes

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

Yes

Due to the personal nature of our community and the desire to build community relations, direct contact between City officials, staff and community members is encouraged. Conversations are preferred to replies on social media.

Yes

TRANSPARENCY  
Disclose your  
City correction

**CITE YOUR SOURCES**  
Provide a link, where possible,  
when you make a reference to a  
law, regulation, policy  
or other website.

RESPECT YOUR TIME  
Do not spend more  
time than the  
response is worth.

**TONE**  
Respond in a tone  
that reflects  
positively on the City

This chart can be used as a guideline for City of Avalon Employees when using personal social media.