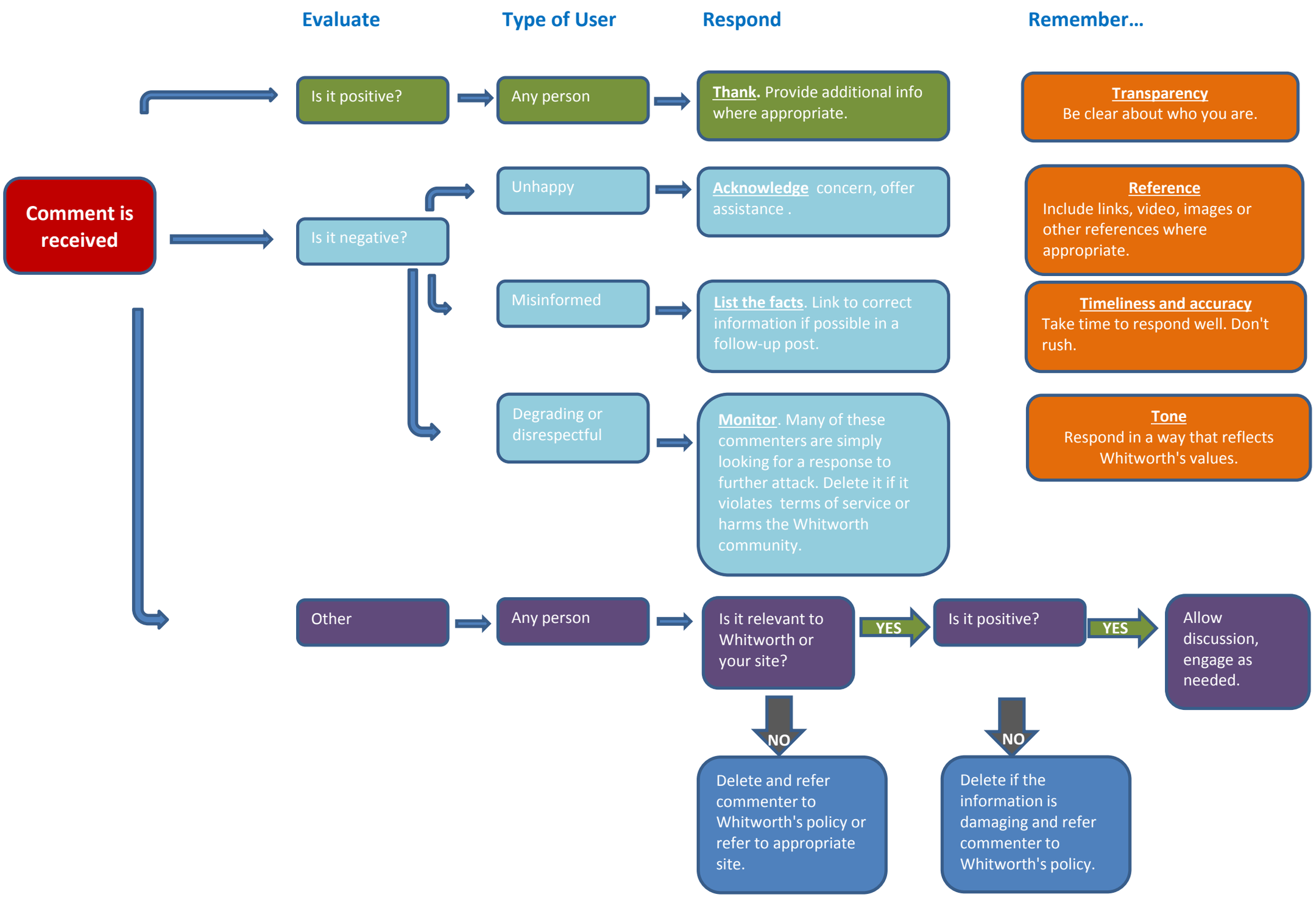
Evaluate
Type of User
Respond
Remember…
Comment is received
Is it positive?
Any person
Thank. Provide additional info where appropriate.
Transparency
Be clear about who you are.
Is it negative?
Unhappy
Acknowledge concern, offer assistance .
Reference
Include links, video, images or other references where appropriate.
Misinformed
List the facts. Link to correct information if possible in a follow-up post.
Timeliness and accuracy
Take time to respond well. Don't rush.
Degrading or disrespectful
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.
Tone
Respond in a way that reflects Whitworth's values.
Other
Any person
Is it relevant to Whitworth or your site?
YES
Is it positive?
YES
Allow discussion, engage as needed.
NO
Delete and refer commenter to Whitworth's policy or refer to appropriate site.
NO
Delete if the information is damaging and refer commenter to Whitworth's policy.