

Should I Respond Online to Comments Posted on a Marin County Social Media Site?

ASSESSMENT

COMMENT POSTED
Is it positive or balanced?

Yes

No

CONTACT INFORMATION
County Administrator's Office
cao-socialmedia@marincounty.org
415 473 6505 T

EVALUATE

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?

Yes

Remove comment from site and archive. Warn user.

No

"RAGER"
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 the 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

RESPOND

SHARE SUCCESS

Do you wish to proactively share the County's perspective? (See Response Considerations)

Yes

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

Yes

Yes

RESPONSE CONSIDERATIONS

TRANSPARENCY
Disclose your County connection.

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.

TOPE
Respond in a tone that reflects positively on Marin County.