

# USE OF SOCIAL MEDIA RESPONSE FLOWCHART & TIPS

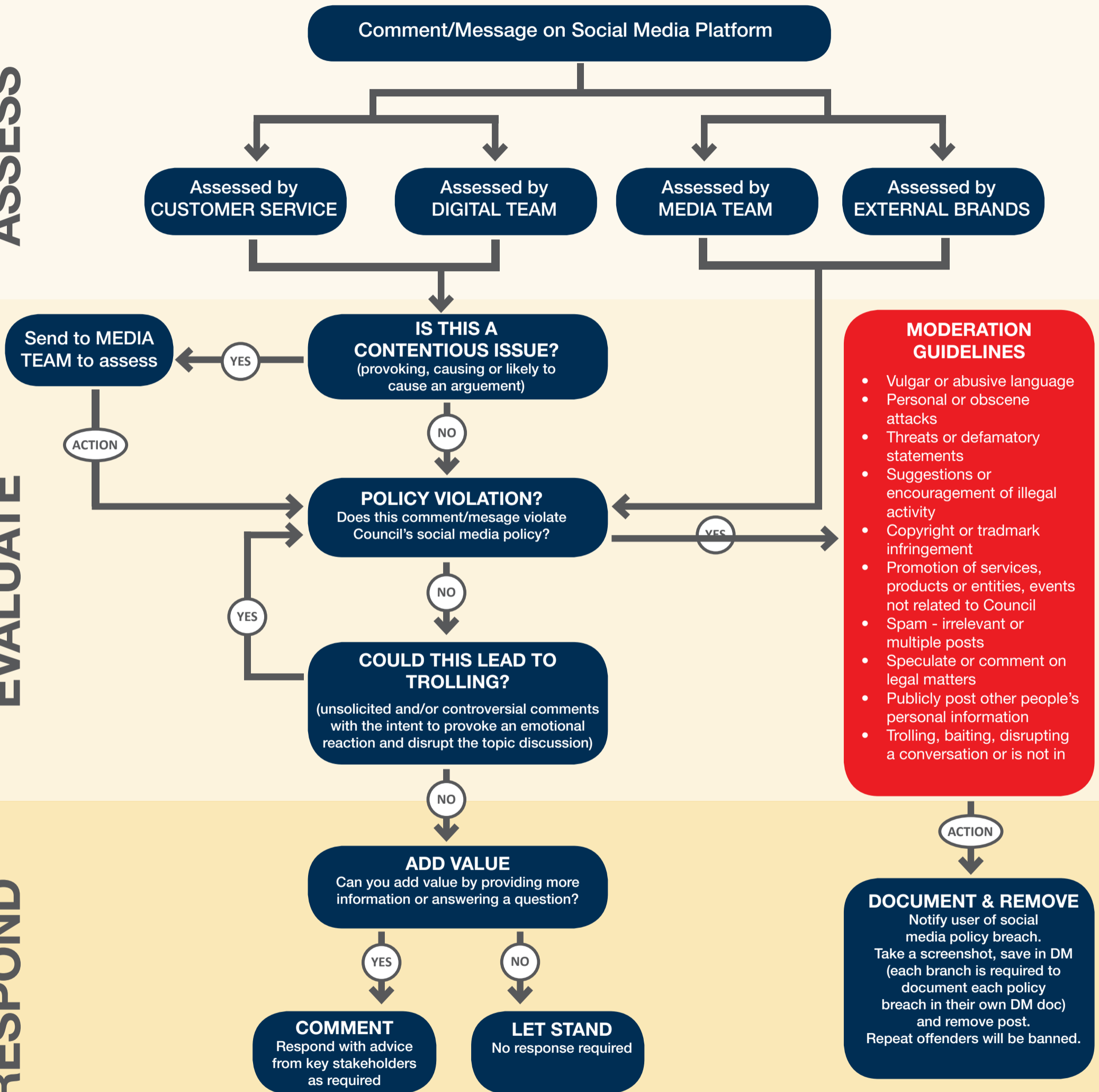


The following flowchart and tips provide appropriate steps for responding to comments made by the public.

ASSESS

EVALUATE

RESPOND



## BE POSITIVE

Respond in a friendly and professional tone. Correct mistakes politely. Do not argue, insult or blame others.

## BE TRANSPARENT

Sign off comments with your first name to personalise and humanise Council to followers of our social media.

## BE TIMELY

Response times should be no longer than 24 hours. Preferably 2-4 hours during business hours.

## BE HELPFUL

Point users to helpful information on the website and follow up when new information is available.