



# Engagement Protocol

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# Social Media Response Chart

SOURCE TYPE	HOW TO RECOGNIZE	POSSIBLE ACTION
<b>LEGITIMATE COMPLAINER</b> <i>Needs help or wants to warn others</i>	Raises legitimate issues; may use strong language; seems open to reason	<b>Respond using approved response</b> and encourage them to contact us to discuss issue
<b>MISGUIDED</b> <i>Misinformation or erroneous statement(s)</i>	Includes information that is blatantly wrong or misstated; may link to wrong sources	<b>Respond using approved response</b> and encourage them to contact us to discuss confusion
<b>CONSTANT CRITIC</b> <i>Dedicated to bashing company; trolling</i>	Complains continuously and cannot be satisfied; may use bad language	<b>Do not respond; pull the post</b> (if in violation of our policies) OR <b>issue holding statement and have them call us</b>
<b>ENGAGED CRITIC</b> <i>Thinks they can make things better; provides advice</i>	Makes suggestions, not just complaints; responds intelligently to responses from community	<b>No response – monitor only; forward any posts generating momentum to Communications Director/Deputy*</b>
<b>OPEN QUESTION(S) POSED</b>	An open question soliciting advice or feedback before making an opinion	Encourage them to contact us to discuss details
<b>LEGAL POSTING OR SOLICITATION</b>	Mentions legal matters, pending cases, new cases, etc.	<b>No response – monitor only; forward all posts to Communications Director/Deputy</b>
<b>ASSOCIATE</b> <i>Complains about personal issue or piles onto complaints from others</i>	Mentions specific grievance or chimes in on complaint sympathizing with others, might pose a question too	<b>Respond using approved response</b> and encourage them to contact us to discuss this or other concerns