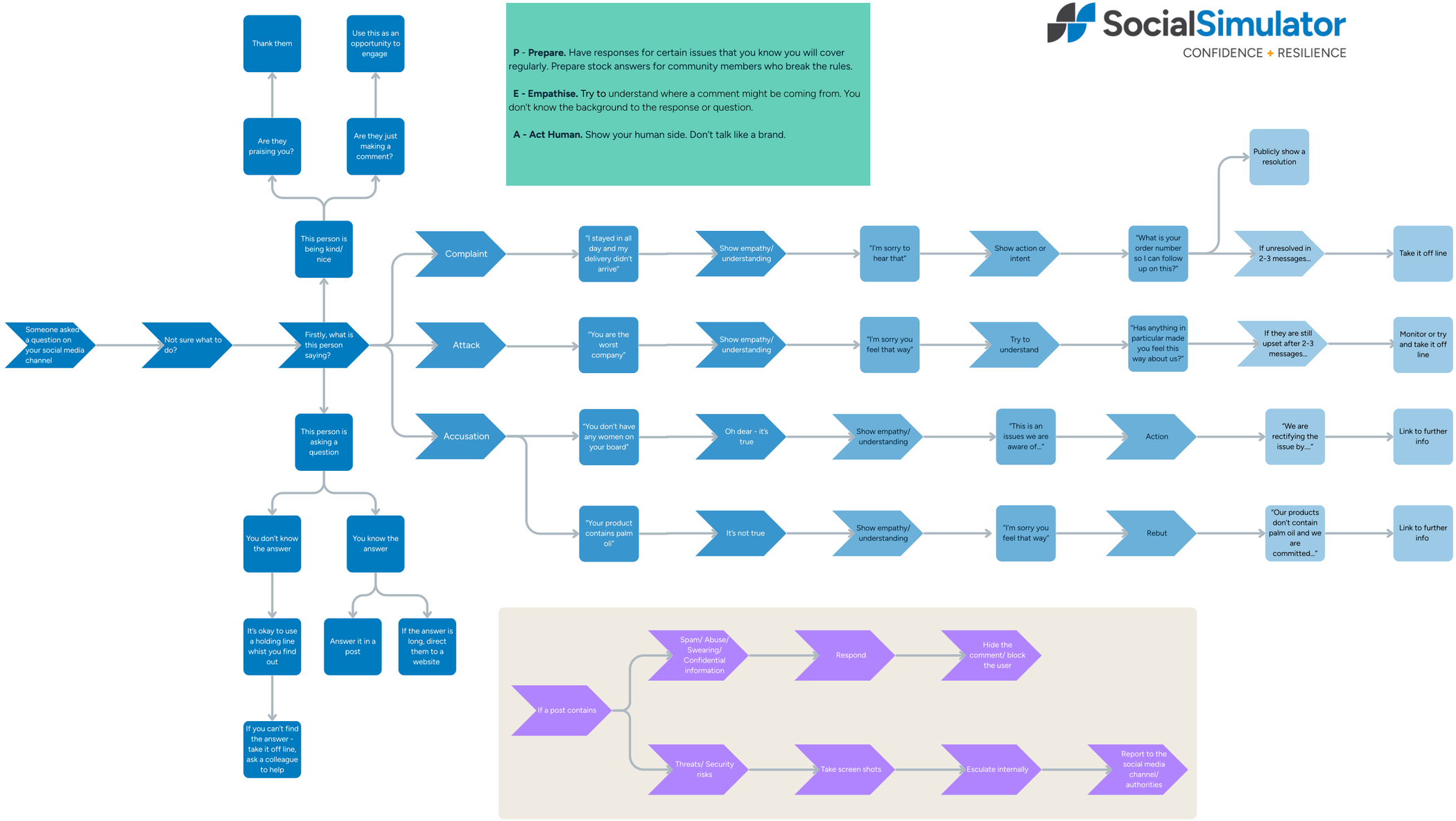
Social media response chart

SocialSimulator
CONFIDENCE + RESILIENCE

P - Prepare. Have responses for certain issues that you know you will cover regularly. Prepare stock answers for community members who break the rules.

E - Empathise. Try to understand where a comment might be coming from. You don't know the background to the response or question.

A - Act Human. Show your human side. Don't talk like a brand.