



RESPONSE CONSIDERATIONS

Keep these things in mind when you're crafting your response:

- **Respect Privacy:** Don't share or invite others to share personal information on public channels.
- **Respect Ownership:** Cite your sources. If you're sharing or drawing from someone else's information or material, then say so.
- **Be Credible:** Stick to the facts and avoid value judgments.
- **Be Appropriate:** Your tone should be appropriate to the situation and should reflect positively on your organization.

RESOLVE:

Acknowledge the concern and respect their privacy by inviting them to continue the discussion offline. This could be by phone, email, or other customer service channels, depending on what's outlined in your organization's social media policy.

** Adapted from the United States Environmental Protection Agency's social media response chart.*

For more resources, visit www.redbrick.ca.