

AROUNDBOUT COMMUNITY MAGAZINES, INC. ENGAGEMENT & RESPONSE ASSESSMENT CHART



DISCOVER

WEB POSTING/COMMENT
 Has someone discovered or commented on a post about AroundAbout Community Magazines, Inc. or its interests? Is it positive or balanced?

YES

NO

EVALUATE

CONCURRENCE
 A factual and well-cited response, which may agree or disagree with the post, yet is not factually erroneous, a rant or rage, bashing or negative in nature.
 You can concur with the post, let stand, or provide a positive review. Do you want to respond?

"TROLLS"
 Is this a site dedicated to the bashing and degrading of others?

NO

YES

MONITOR ONLY
 Avoid responding to specific posts, monitor site for relevant information and comments. Notify supervisor.

"RAGER"
 Is the posting a rant, rage, joke, or satirical in nature?

NO

YES

FIX THE FACTS
 Do you wish to respond with factual information directly? (See Response Considerations)

NO

YES

LET STAND
 Let the post/comment stand - No response.

"MISGUIDED"
 Are there erroneous facts about the posting?

NO

YES

RESTORATION
 Do you wish to rectify the situation and act upon a reasonable solution? (See Response Considerations)

"UNHAPPY READER/CLIENT"
 Is the posting a result of a negative experience?

NO

RESPOND

SHARE SUCCESS
 Do you wish to proactively share your story and your mission? (See Response Considerations)

YES

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

YES

Created by James Ball for AroundAbout Community Magazines, Inc. Adapted from the "Web Posting Response Assessment", as developed by the United States Air Force

RESPONSE CONSIDERATIONS

TRANSPARENCY
 Disclose your AroundAbout Community Magazines, Inc. connection.

SOURCING
 Cite your sources. Include hyperlinks, images, videos or other references.

TIMELINESS
 Take time to create good responses. Don't rush.

TONE
 Respond in a tone that reflects highly on the heritage and mission of our company.

INFLUENCE
 Focus on the most used sites that relate to our goals and objectives.