

Template: CineTime – Community Engagement Example Activity

ID	Comment or Message Received	Tone of the Message	Intent	Recommended Response Tone	Your Response
1	Your Tarantino night was . One of the best Fridays I've had in ages!	Positive, enthusiastic	Praise and emotional expression	Warm, playful, appreciative	<i>[Your response]</i>
2	I tried calling to check if the show was sold out. No one picked up	Frustrated, disappointed	Complaint / Feedback	Apologetic but proactive	<i>[Your response]</i>
3	Do you guys play any non-English films too? Would love to see old-school Bollywood.	Curious, neutral	Ask for information / express interest	Friendly, helpful	<i>[Your response]</i>
4	I saw someone post that your popcorn has artificial butter. Is that true?	Concerned, semi-critical	Fact-check / possible misinformation	Calm, clear, factual	<i>[Your response]</i>
5	If you ever host a Nicolas Cage marathon, I want front-row seats	Playful, humorous	Banter / community expression	Witty, casual, brand-personable	<i>[Your response]</i>