**Template:** **CineTime – Community Engagement Example Activity**

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| 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 | ***[Your response]*** |
| 2 | I tried calling to check if the show was sold out. No one picked up | Frustrated, disappointed | Complaint / Feedback | Apologetic but proactive | ***[Your response]*** |
| 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 | ***[Your response]*** |
| 4 | I saw someone post that your popcorn has artificial butter. Is that true? | Concerned, semi-critical | Fact-check / possible misinformation | Calm, clear, factual | ***[Your response]*** |
| 5 | If you ever host a Nicolas Cage marathon, I want front-row seats | Playful, humorous | Banter / community expression | Witty, casual, brand-personable | ***[Your response]*** |