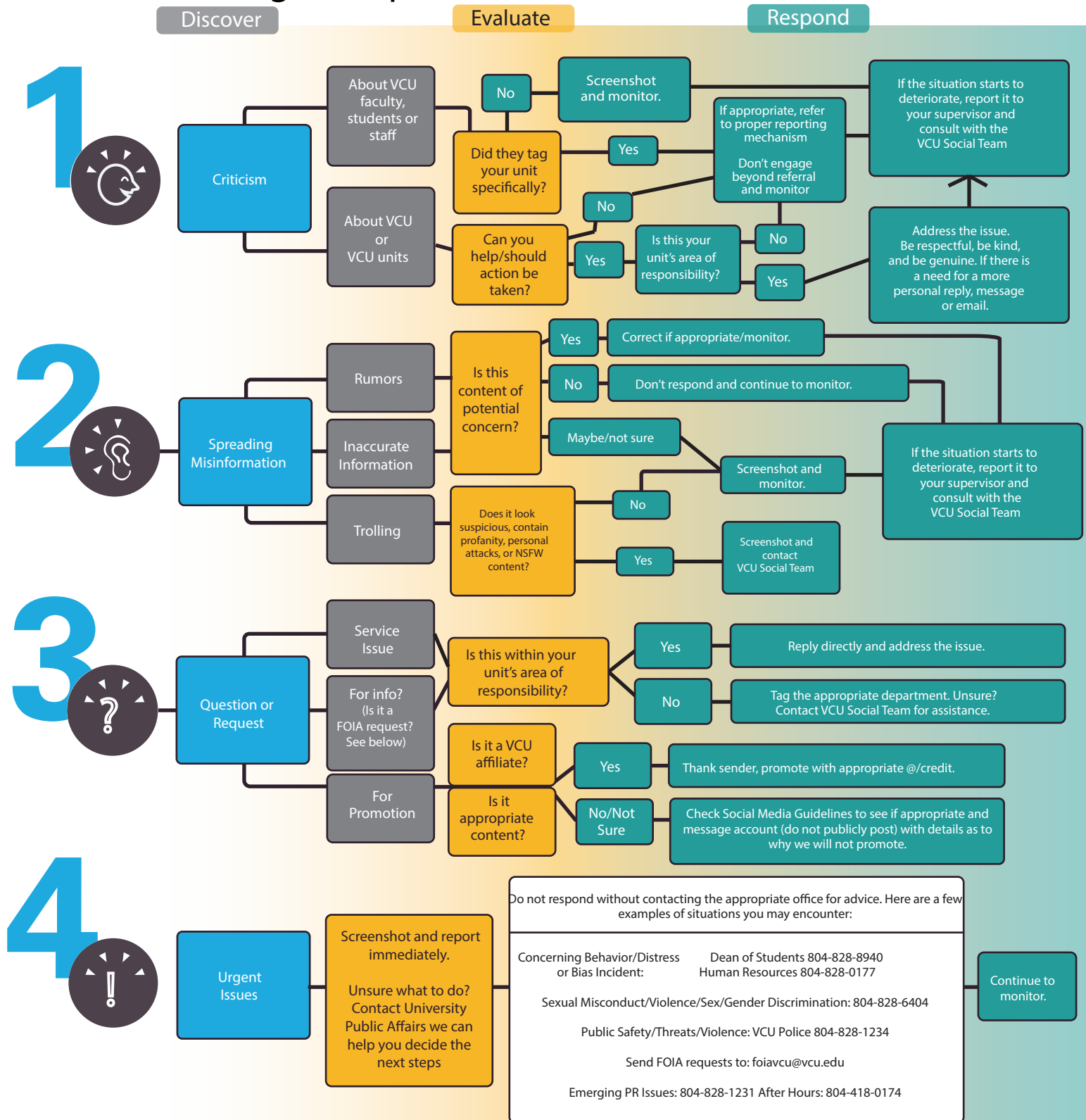


Social Monitoring & Response Tree



How to use this document:

1. Identify the appropriate area.
2. Is the post/comment positive or negative?
3. Evaluate how to respond.

- Timeliness:** Be sure to respond in an appropriate amount of time. Social happens fast.
- Be sure your tone aligns with the VCU brand.**
- Check your facts and cite sources if possible.**
- Be transparent. and Most of all, be respectful.**

Remember:

- Call in back up if you're uncomfortable.
- Always get a second set of eyes on replies involving sensitive content.
- Be aware of FERPA and HIPAA rules regarding the security and privacy of information
- Notify University of Relations of any threats to the VCU brand, including fake accounts.