THE UNIVERSITY OF ALABAMA

SOCIAL MEDIA DECISION TREE

Listen, Assess, Respond

The Division of Strategic Communications recommends that you refrain from deleting comments or posts unless they contain hate speech, profanity, spam/links, advertisements or political endorsements.

**Listen, Assess, Respond**

- **Fair and balanced?**
  - NO
  - Sensitive topic?
    - NO
      - Respond appropriately
    - YES
      - Provide alternative method of contact (phone #)
        - NO
          - Respond and engage privately
        - YES
          - Respond and engage privately
  - YES
    - Genuinely misinformed or mistaken?
      - NO
        - Troll?
          - NO
            - Monitor
          - YES
            - Are they consistently posting negative or antagonistic comments?
              - NO
                - Monitor
              - YES
                - Refer to etiquette guidelines if needed
      - YES
        - Sensitive topic?
          - NO
            - Sarcasm or ridicule?
              - NO
                - Monitor, but do not engage
              - YES
                - Take care to respond with correct info
                  - YES
                    - Refer to social media guidelines if needed
                  - NO
                    - Take further action if needed
          - YES
            - Provide alternative method of contact (phone #)
              - NO
                - Respond and engage privately
              - YES
                - Take care to respond with correct information