UNIVERSITY OF NORTHERN IOWA
Social Media Response Procedure

**DISCOVERY**

**SOCIAL MEDIA POSTING**
Including, but not limited to posts/comments on blogs, Twitter, news stories
Facebook and message boards.
Is the post positive or balanced?

**EVALUATE**

**YES**

**CONCORDANCE**
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 it stand or provide a positive review. Do you want to respond?

**LET IT STAND**
Let the post stand, no response

**NO**

**“TROLLS”**
Is this a site dedicated to bashing and degrading others?

**NO**

**“RAGER”**
Is the posting a rant, rage, joke or satirical in nature?

**NO**

**“MISGUIDED”**
Are there erroneous facts in the post?

**NO**

**“UNHAPPY CUSTOMER”**
Is the post as a result of a negative experience?

**MONITOR ONLY**
Avoid responding to specific posts, monitor the site for relevant information and notify UNI Univ. Relations

**YES**

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

**YES**

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

**RESPOND**

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

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

**YES**

**RESPONSE CONSIDERATIONS**

**TRANSPARENCY**
Disclose your UNI connection

**SOURCING**
Cite your sources by including links, video, images and other references

**TIMELINESS**
Take time to create good responses.

**TONE**
Use a tone that positively reflects on UNI

**ACCURACY**
Check spelling, grammar & accuracy