SOCIAL MEDIA COMMENT ENGAGEMENT CHART

NEUTRAL/ POSITIVE COMMENT

→

RESPOND
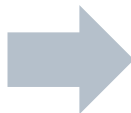Answer questions.

"Like" or positively react to comments offering praise or thanks. Respond when appropriate.

NEGATIVE COMMENT

→ **TROLL** →

IGNORE
Ignore trolls. Trolls are individuals who comment solely to provoke outrage, not to seek information or resolution, often bots and not even real people.

→ **MISINFORMATION** →

CORRECT
Correct misinformation—not to argue with the original poster, but to help others reading the thread. Remain polite and succinctly share the facts. Expect a rebuttal and ignore it.

→ **LEGITIMATE COMPLAINT** →

ASSIST
Respond to potentially legitimate complaints—but move the conversation offline whenever possible.