CHARLESTON SOUTHERN UNIVERSITY

Social Media Response
Standard Operating Procedure

POSITIVE POSTS

Does the individual posting want to apply?
CSU Marketing & Communication recommends acknowledging all inquiries from social media users.

→ **NO**

No Response
(Not recommended)

YES

Does the individual add value to the post?

→ **NO**

CSU Marketing & Communication will thank the author for their comment.

YES

CSU Marketing & Communication will draft a response with the considerations below.

Response Considerations

- **Sourcing.** Reinforce the response by citing sources such as URLs and articles.
- **Timeline.** Do not rush! Take time to craft an accurate and relevant response.
- **Influence.** Focus on responding to the most active and relevant social media sites.

NEGATIVE POSTS

CSU Marketing & Communication will reply to the post with the resolution, continue to monitor.

↑ **YES**

Can the issue/complaint be resolved quickly?

← **YES**

Can the issue/complaint be resolved quickly?

→ **NO**

Can the community correct the errors?

NO

Are others agreeing with the complaint?

→ **NO**

Has the community corrected the error within 24 hours?

← **YES**

NO

YES

YES

NO

CSU Marketing & Communication will correct the facts and continue to monitor.

CSU Marketing & Communication will reply that the complaint is on our radar and will be addressed within a certain time frame, will continue to monitor.

CSU Marketing & Communication will continue to monitor.