RCMSAR SOCIAL MEDIA TEAM

Determining How to Respond to the Post
Is the Post Appropriate? Inaccurate? Low Risk? High Risk?

Accurate

Do you want to respond?

-Concur with the post

-Let the post stand as it is

-Provide additional information

-Provide postive review/appreciation

-Approved authors respond

Inaccurate

Post contains inaccurate information about:

-RCMSAR or RCMSAR affiliated stations

-Programs/services

-Participants

-Events

Contains media or new questions

-Contact appropriate Crisis Management Team (CMT) member

-Approved authors respond

Low Risk

Post contains:

-Offensive language/inappropriate comments

-Inflammatory statements

-Criticism of RCMSAR staff or volunteers

-Document incident

-Delete comment

-Speak to person who posted

High Risk

Post contains:

-Inappropriate or violent comments

-Statement includes "serious" concerns or issues with organization

-Allegations of inappropriate events or conduct with program

-Complete incident report

-Document incident

-Contact appropriate CMT member

-Delete comment

-Flag comment

CMT will make decisions for low and high risk next steps, possibly including blocking, or contacting people directly

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