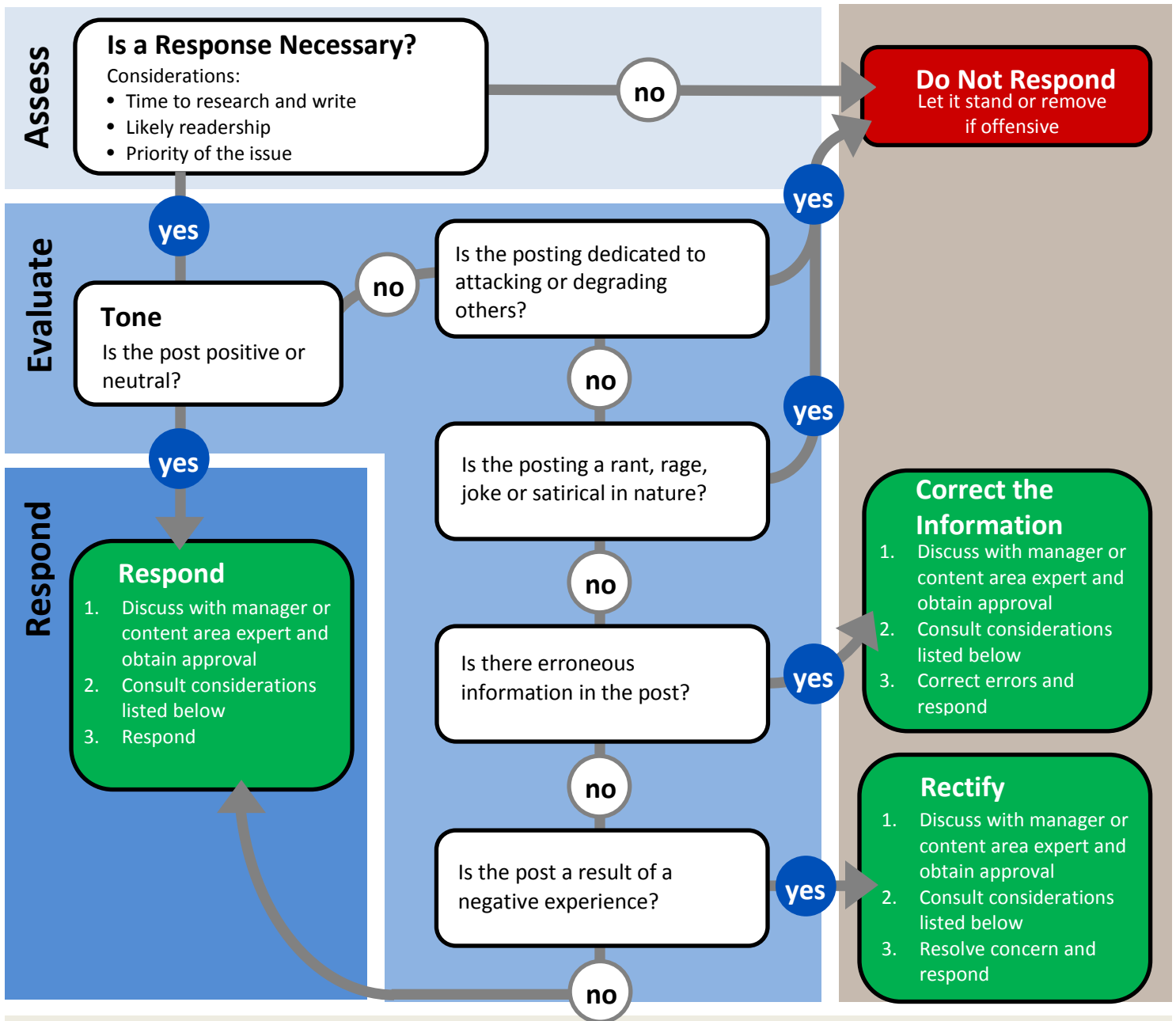


Should I Respond Online On the College's Behalf?

Guidelines to help answer when and how to respond to online/social media user postings



Considerations

Be Transparent – Disclose your affiliation.

Cite Sources of Information – Use facts and cite sources by including links, policies, plans, etc.

Respect Your Time – Do not spend more time than the response is worth.

Use a Professional, Yet Genuine Tone – Respond in a tone that reflects positively on the College.

Communicate Offline – Take the conversation offline if the conversation gets lengthy or sensitive. Respond with a direct message or call.