

SOCIAL MEDIA

Decision Tree

Listen, Breathe, Assess, Take Action

Social Media post, tweet, mention, comment or share is discovered.

POSITIVE?

NEGATIVE?

Fact Check. Is all the information correct?

Is the user a troll?

YES

No

YES

No

Can you add value?

Acknowledge post with thanks and gently correct facts.

DO NOT ENGAGE. If the comment violates the social media procedure (profane, offensive, etc.), delete the comment from page. If user continues to post negative comments, report comment & user to social media platform and block user from page.

Is the user a glory hound?

YES

No

No

YES

Recognize post, add value and share.

Do you feel a response is needed?

Is the user a student, parent, faculty or staff?

DO NOT ENGAGE. Leave comment alone and closely monitor for 24 hours.

YES

No

YES

No

Acknowledge post & respond.

Like post but do not share or comment.

Genuinely misinformed or mistaken?

YES

No

Sensitive topic?

Sarcasm or ridicule?

YES

No

YES

Respond with care and correct information.

Provide an alternative method of contact (direct message, email or phone #).

Definitions

Troll: A person who posts crude, provocative messages deliberately, with the intention of causing disruption or an argument.

Glory Hound: A person who posts with the intention of satirical humor or to gain popularity, fame or praise.

QUESTIONS?

Contact Marketing and Communications at 775-673-7087 or marketing@tmcc.edu.

The College for the New Nevada

