

# Should I Respond Online to Comments Posted on a Marin County Social Media Site?

## ASSESSMENT

COMMENT POSTED  
Is it positive or balanced?

Yes

No

CONTACT INFORMATION  
County Administrator's Office  
cao-socialmedia@marincounty.org  
415 473 6505 T

## EVALUATE

### CONCURRENCE

A factual and well cited response, which may agree or disagree with the post, yet is not negative.

You can concur with the post, let stand or provide a positive review.

Do you want to respond?

No

Yes

LET STAND

Let the post stand -- no response.

"TROLLS"  
Does the comment violate policy?

Yes

Remove comment from site and archive. Warn user.

No

"RAGER"  
Is the comment a rant, rage, joke or satirical in nature?

Yes

MONITOR ONLY  
Avoid responding to specific posts, monitor the site for relevant information and comments.

No

"MISGUIDED"  
Are there erroneous facts in the posting?

Yes

FIX THE FACTS  
Do you wish to respond with factual information? (See Response Considerations)

No

"UNHAPPY CUSTOMER"  
Is the posting a result of a negative experience?

Yes

RESTORATION  
Do you wish to rectify the situation and act upon a reasonable solution? (See Response Considerations)

No

## RESPOND

### SHARE SUCCESS

Do you wish to proactively share the County's perspective? (See Response Considerations)

Yes

FINAL EVALUATION  
Write response for current circumstances only. Will you respond?

Yes

Yes

## RESPONSE CONSIDERATIONS

TRANSPARENCY  
Disclose your County connection.

CITE YOUR SOURCES  
Provide a link, where possible, when you make a reference to a law, regulation, policy or other website.

RESPECT YOUR TIME  
Do not spend more time than the response is worth.

TOPE  
Respond in a tone that reflects positively on Marin County.