Web Posting
Has someone discovered a post about the organization? Is it positive or balanced?

“TROLLS”
Is this a site dedicated to bashing and degrading others?

“RAGER”
Is the posting a rant, rage, joke or satirical in nature?

“MISGUIDED”
Are there erroneous facts in the posting?

“UNHAPPY CUSTOMER”
Is the posting a result of a negative experience?

Let Stand
Let the post stand – no response.

SHARE SUCCESS
Do you wish to proactively share your story and your mission? (See Response Considerations)

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

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

FIX THE FACTS
Do you wish to respond with factual information directly on the comment board? (See Response Considerations)

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

Contact Information
Phone: 831-582-3752
E-mail: marketing@csumb.edu

Adapted from the U.S. Air Force Web Posting Response Assessment v.2: Air Force Public Affairs Agency - Emerging Technology Division.

RESPONSE CONSIDERATIONS
TRANSPARENCY
Disclose your CSUMB connection.

SOURCING
Cite your sources by including hyperlinks, video, images or other references.

TIMELINESS
Take time to create good responses. Don’t rush.

TONE
Respond in a tone that reflects highly on the university.

INFLUENCE
Focus on the most used sites related to the university.