Air Force Web Posting Response Assessment

Air Force Public Affairs Agency – Emerging Technology Division

DISCOVER

WEB POSTING
Has someone discovered a post about the organization?
Is it positive or balanced?

YES

NO

"Produced by Air Force Public Affairs Agency. This product is public domain and may be used freely."

EVALUATE

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

YES

NO

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

YES

NO

"MISGUIDED"
Are there erroneous facts in the posting?

YES

NO

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

YES

NO

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

FIX THE FACTS
Do you wish to respond with factual information directly on the comment board?

YES

RESTORATION
Do you wish to rectify the situation and act upon a reasonable solution?

CONCURRENCE
A factual and well-cited response, which may agree or disagree with the post, yet is not factually erroneous, a rant or rage, bashing or negative in nature.
You can concur with the post, let stand or provide a positive review.
Do you want to respond?

NO

LET STAND
Let the post stand—no response.

YES

RESPOND

SHARE SUCCESS
Do you wish to proactively share your story and your mission?

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

YES

RESPONSE CONSIDERATIONS

Transparency
Disclose your Air Force connection.

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

Timeliness
Take time to create good responses.
Don't rush.

Tone
Respond in a tone that reflects highly on the rich heritage of the Air Force.

Influence
Focus on the most used sites related to the Air Force.