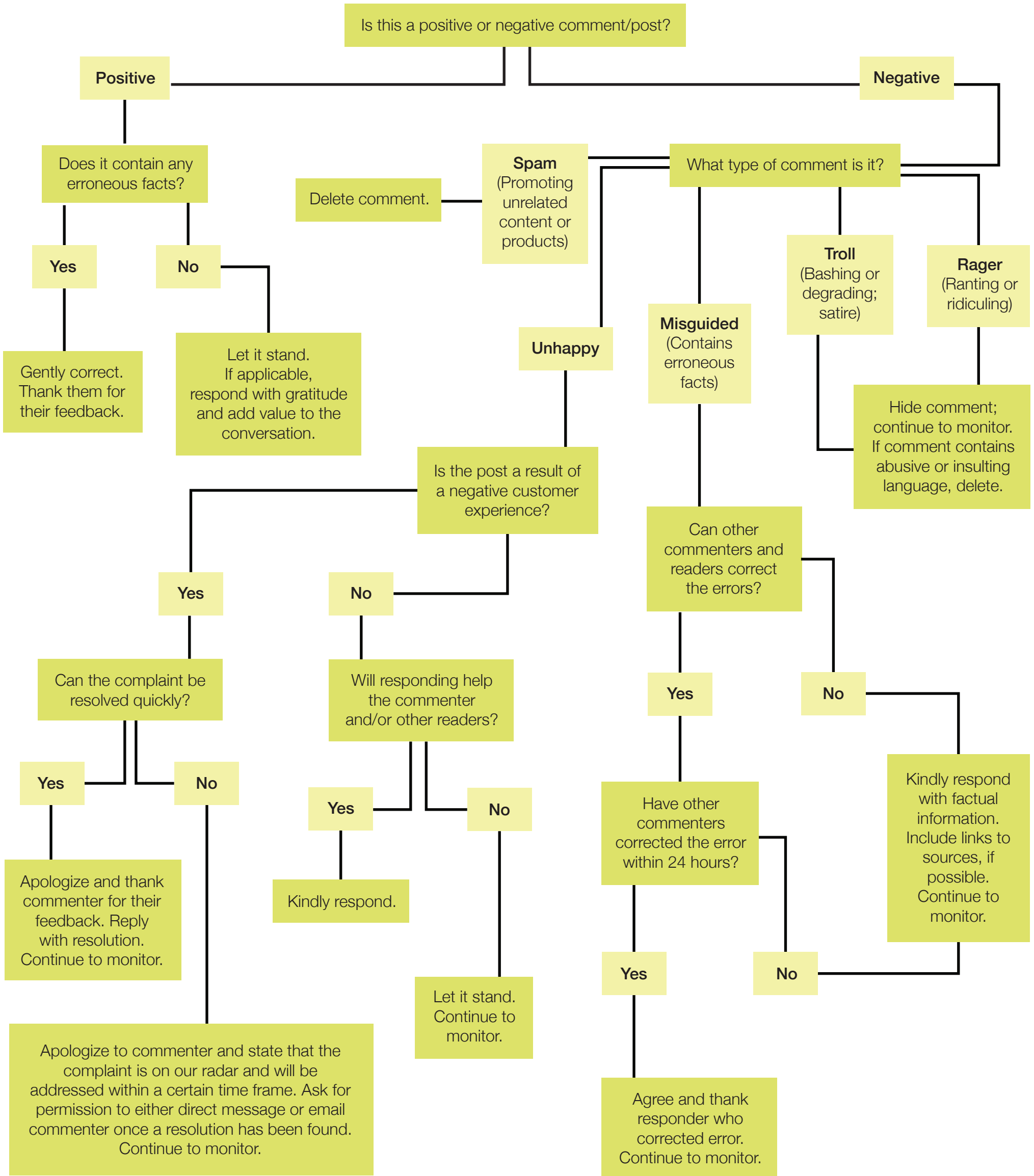


RESPONDING TO SOCIAL MEDIA COMMENTS AND POSTS



WHEN RESPONDING...

TRANSPARENCY
Disclose your connection to the school.

FACTS
Stick to the facts and cite your sources by including links to reference material when available.

TIMELINESS
Respond within 24 hours. However, take time to formulate a careful response and have it double-checked for facts, spelling, and grammar.

TONE
Respond in a tone that reflects the customer service standards and Christian values of Southern. Always respond with gratitude, gentleness, and respect, regardless of whether or not the individual is kind.

When in doubt, contact the Digital Engagement Manager for assistance: socialmedia@southern.edu.