SOCIAL ENGAGEMENT AND MODERATION GUIDE

A social post or comment is made. Is it...

**POSITIVE**

Is it UGA related?

- **NO**
  - Hide or delete the comment or monitor the post for traction**

- **YES**
  - Is it accurate?
    - **NO**
      - Is the poster influential?*
        - **NO**
          - Respond or share to amplify
        - **YES**
          - Like or the post
    - **YES**
      - Acknowledge the sentiment and correct the facts

**NEGATIVE**

Is it UGA related?

- **NO**
  - Is it accurate?
    - **NO**
      - Is the poster influential?*
        - **NO**
          - Respond quickly and in a helpful manner
        - **YES**
          - Can you assist?
    - **YES**
      - Respond when you can direct them to a more helpful resource

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* Influencers have a significant amount of followers or reach on their social accounts

** Traction means the post has received many shares, comments, or likes in a short amount of time. If the post is gaining traction, notify Marketing & Communications at 706.542.9731