Comment or post about our practice is detected.

Is the comment positive or balanced? (i.e., factual and well-stated)

YES

Will I be able to communicate a positive message to my broader audience by responding?

NO

Does this comment bash or degrade others?

This sounds like a TROLL.

Write response following our guidelines.

Is there an opportunity to proactively share our story and mission?

NO

Does this comment ranting, venting, or satirical?

This sounds like a RAGER.

Monitor the post and notify appropriate staff if the situation changes.

Write response following our guidelines.

YES

Would you categorize this comment? (i.e., factual and well-stated)

NO

Does this comment have erroneous statements and misinformation?

This sounds like a MISGUIDED commenter. Fix the facts and identify accurate information.

Write response following our guidelines.

Is this comment the result of a negative experience?

This sounds like an UNHAPPY CUSTOMER. Rectify the situation and act upon a reasonable solution.

Monitor the post and notify appropriate staff if the situation changes.

This comment isn't one of the usual suspects.

Post response and monitor.