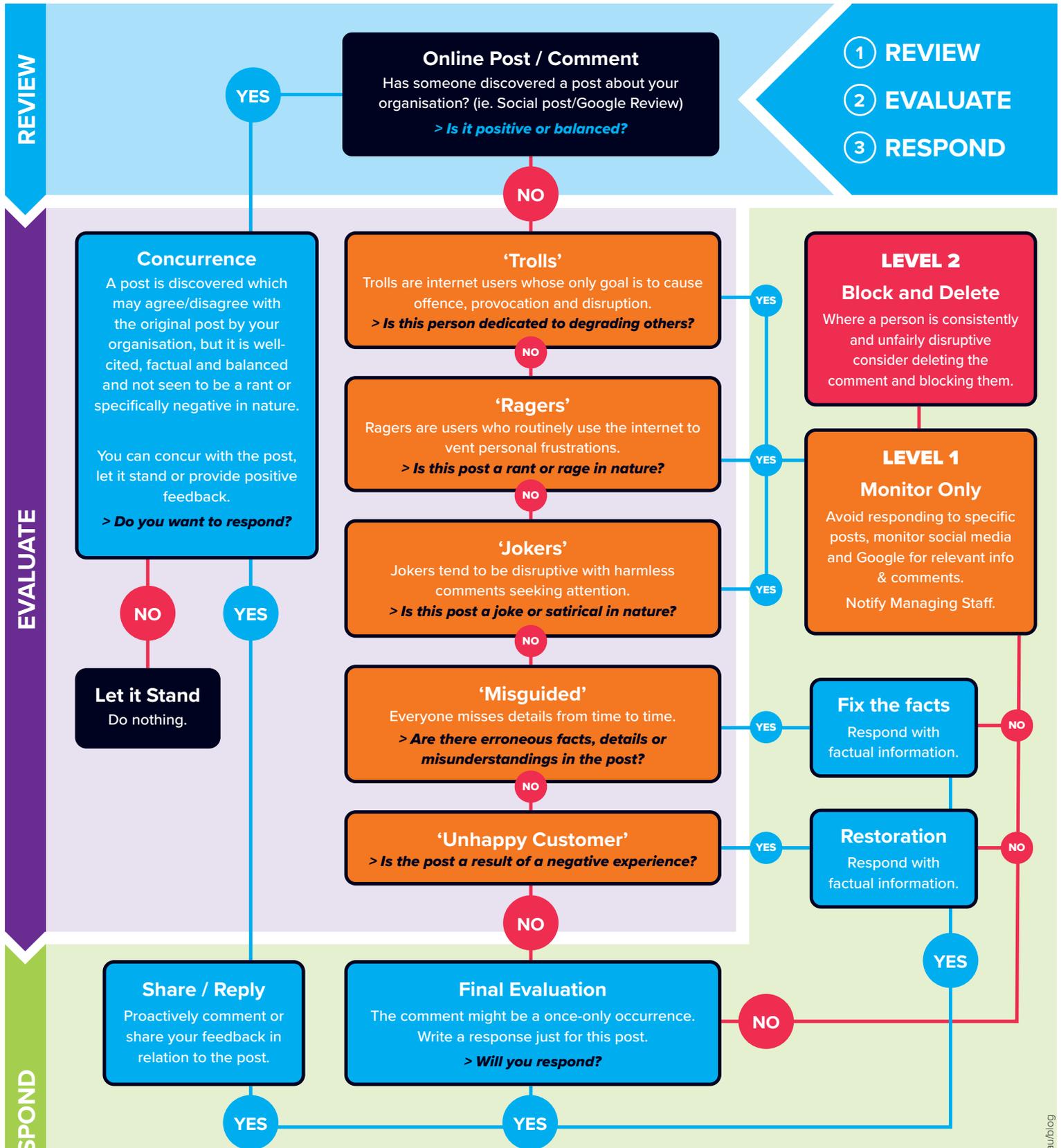


Responding to posts & feedback online

Based on US Air Force Web Posting Response Assessment by the Air Force Public Affairs Agency



RESPONSE CONSIDERATIONS:

Transparency

Disclose your connection to the organisation.

Sourcing

Cite your sources and include references in your posts (ie URL links, videos & images).

Timeliness

Take time to craft a good response. Don't rush!

Tone

Respond in a tone that reflects well on the organisation.

Influence

Focus on the most credible sources/sites related to your organisation.