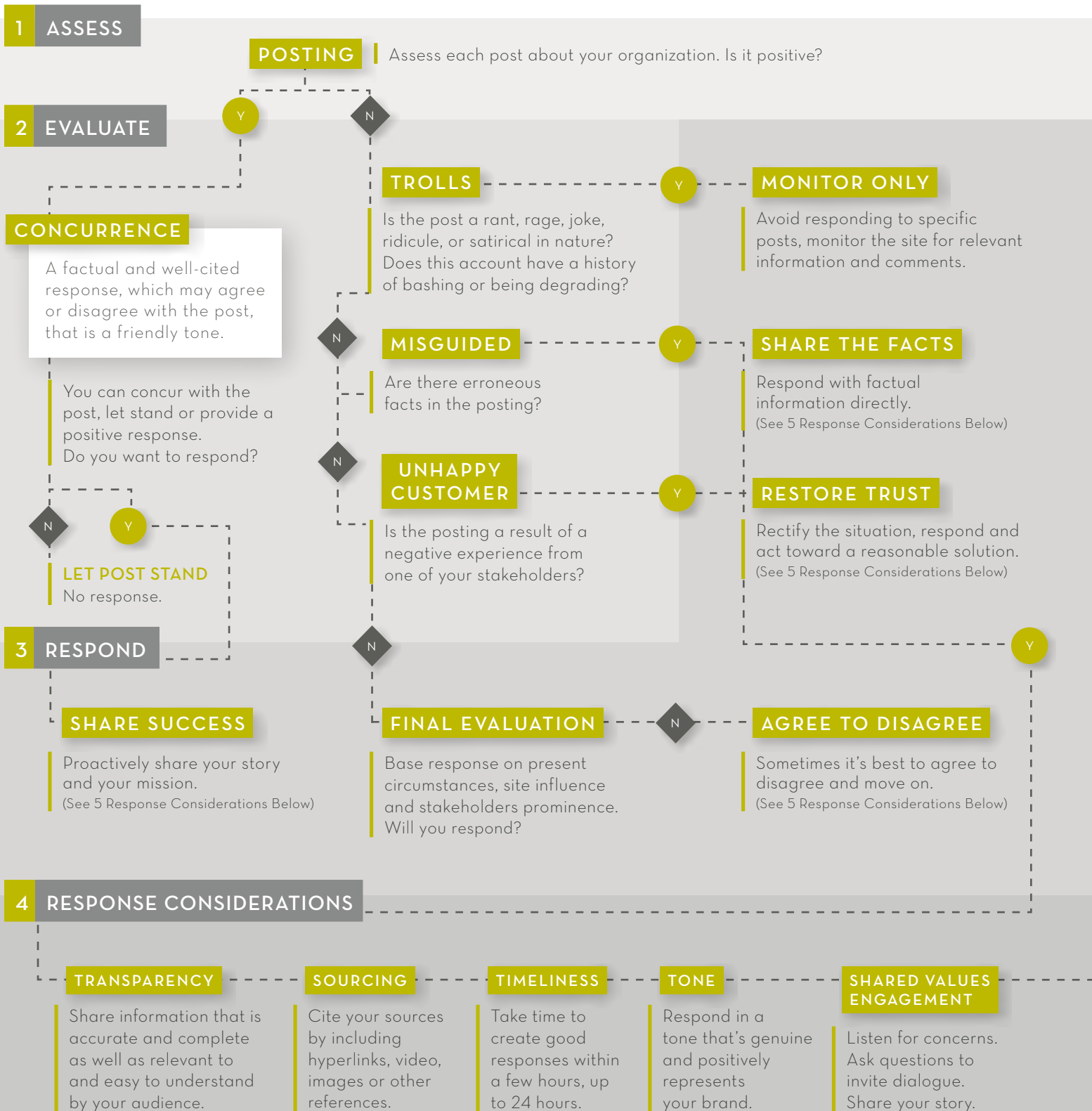


ONLINE ENGAGEMENT RESPONSE DECISION TREE

ONLINE ENGAGEMENT TIP Every organization should establish community guidelines or “house rules” for each of their social channels and websites. This encourages productive and appropriate participation and fosters a transparent community.



5 SHARED VALUES BEST PRACTICES

BE YOU

- ▶ State your name and position within the business.
- ▶ Share your personal connection to the topic of discussion.
- ▶ Acknowledge when you agree and share what's important to you about the topic - especially those topics for which the commenter showcases concern or interest

BE HONEST

- ▶ Acknowledge problems and mistakes.
- ▶ Where there have been mistakes, share how you will improve the situation.

BE PATIENT

- ▶ Understand that engagement online can be difficult.
- ▶ Be aware that even though negative commenters may be the majority of the conversation, there are far more individuals observing how you respond to the negativity.
- ▶ Your positive, patient engagement will send a signal to quiet observers that you are doing what's right, and trolls will tire of your good-tempered and calm approach.

BE CONSISTENT

- ▶ With every post, use a consistent tone and voice - don't veer off course for any one commenter.
- ▶ Keep focused on the purpose and objectives for your social media channels.
- ▶ When in doubt about how to respond, use your community guidelines to inform engagement. This may mean deleting posts or blocking commenters.

BE POSITIVE

- ▶ Respond in a friendly, upbeat, yet professional tone.
- ▶ Assume people are good until proven otherwise.
- ▶ Correct inaccuracies politely.
- ▶ Do not argue, insult or blame others.

BE HELPFUL

- ▶ Point users to valuable information on your website.
- ▶ Follow up with users when new information is available.
- ▶ Use third-party websites to supplement your content.

6 HOW TO AGREE TO DISAGREE

"I can tell safe food is something you're particularly concerned about - the same is true for me. That's why we <cite information specific to food safety protocols>."

"It's apparent to me that you care deeply for animals. I share that passion - and that's why I've chosen this career."

Find a common theme that is true for both you and the commenter and acknowledge that about which you both care. Do not ask additional questions or invite more dialogue with someone who is not interested in a conversation.

"I think we can both agree that the way <animals or crops> are raised today is very different than it was decades ago. I've been raising <animals or crops> for years, and while no system is perfect, we do everything we can to ensure they are well-cared for."

"Your passion is obvious. And while we may not agree fully, I can share your passion for <food product>."

"At the end of the day, we will have to agree to disagree on the subject of <topic>, but I'd like to reinforce that we remain committed to <healthy living/ progressive animal care/supporting our community/ environmental sustainability>."