



Winning the Social Media Battle

Social media – Facebook, X, Instagram, TikTok and more - now is a primary driver of reputation. It's where reputations are won or lost. Here's how to protect your reputation on social media.

Frequently monitor social media and be prepared to respond, using these best practices:

- **Don't let mistakes live on.**
 - Respond and correct misinformation **in real time.**
 - Do not allow misstatements of fact or incorrect characterizations of your organization to go unchallenged.
- **Don't arm wrestle with trolls.**
 - Correct errors once.
 - Resist the urge to get caught up in exchanges with rude or obnoxious people on social media. Don't feel compelled to continue the conversation should the person then challenge you or your response.
- **Pause before hitting "delete."**
 - Resist the urge to delete negative postings to your official social media sites unless they are offensive (racial, profane, personal attacks, etc.). If you remove a comment, explain why.
- **Go offline to get back on track.**
 - Offer to contact the person who posted a critical comment offline to resolve issues, as appropriate.
- **Know who's running the site.**
 - If seriously incorrect information appears on a news outlet's comment board or social media site, contact the publication's Online Editor, Director of Digital Operations or Director of Community Engagement and requesting help in having the comment removed.
- **Remember your audience.**
 - Always remember in responding on social media that you are speaking to the larger audience reading these comments, not that specific commenter.