Should I respond?

Compliment
- Thank the person.

Complaint
- Did the person have a negative experience?
  - Yes: Can you help?
  - No: Forward to appropriate department, school, or area.

- Can you fix the information in two to three sentences?
  - Yes: Correct information in a reply. Link to information if available.
  - No: Reply and direct them to appropriate department, school, or area for follow-up.

- Acknowledge comment/post. Direct to appropriate dept., school, or area.

Other issue
- Is this post related to Pepperdine?
  - Yes: Delete.
  - No: Other issue.

- Is it sensitive?
  - Yes: Consider sending to IMC PR or to appropriate department, school, or area.
  - No: Other issue.

- Is it positive?
  - Yes: Allow discussion. Engage if necessary.
  - No: Other issue.

- Is it legitimate?
  - Yes, i.e., faculty criticized in press.
  - No, i.e., Pepperdine should ban deer.

- Does this person have the facts wrong?
  - Yes: Correct information in a reply. Link to information if available.
  - No: Other issue.

- Does this person enjoy causing trouble or conflict?
  - Yes: Do not engage.
  - No: Other issue.

- Is this person a chronic complainer?
  - Yes: Do not engage.
  - No: Other issue.

- Is this post related to Pepperdine?
  - Yes: Delete.
  - No: Other issue.

- Is it sensitive?
  - Yes: Correct information in a reply. Link to information if available.
  - No: Other issue.

- Is it positive?
  - Yes: Allow discussion. Engage if necessary.
  - No: Other issue.

- Is it legitimate?
  - Yes, i.e., faculty criticized in press.
  - No, i.e., Pepperdine should ban deer.

- Monitor.

- Correct information in a reply. Link to information if available.

- Reply and direct them to appropriate department, school, or area for follow-up.

- Allow discussion. Engage if necessary.

- Discover relationship to university. Send to appropriate department, school, or area. Follow up off-line.