AIR FORCE WEB POSTING RESPONSE ASSESSMENT V.2
AIR FORCE PUBLIC AFFAIRS AGENCY - EMERGING TECHNOLOGY DIVISION

DISCOVERY

WEB POSTING
Has someone discovered a post about the organization?
Is it positive or balanced?

YES | **NO**

EVALUATE

"TROLLS"
Is this a site dedicated to bashing and degrading others?

YES | **NO**

MONITOR ONLY
Avoid responding to specific posts, monitor the site for relevant information and comments. Notify HQ.

CONCURRENCE
A factual and well cited response, which may agree or disagree with the post, yet is not factually erroneous, a rant or rage, bashing or negative in nature.

You can concur with the post, let stand or provide a positive review. Do you want to respond?

"RAGER"
Is the posting a rant, rage, joke or satirical in nature?

NO

FIX THE FACTS
Do you wish to respond with factual information directly on the comment board?
(See Response Considerations)

YES

"MISGUIDED"
Are there erroneous facts in the posting?

YES | **NO**

LET STAND
Let the post stand -- no response.

NO | **YES**

RESTORATION
Do you wish to rectify the situation and act upon a reasonable solution?
(See Response Considerations)

"UNHAPPY CUSTOMER"
Is the posting a result of a negative experience?

YES | **NO**

RESPOND

SHARE SUCCESS
Do you wish to proactively share your story and your mission?
(See Response Considerations)

YES

FINAL EVALUATION
Write response for current circumstances only.
Will you respond?

YES

YES

RESPONSE CONSIDERATIONS

TRANSPARENCY
Disclose your Air Force connection.

SOURCING
Cite your sources by including hyperlinks, video, images or other references.

TIMELINESS
Take time to create good responses. Don't rush.

TONE
Respond in a tone that reflects highly on the rich heritage of the Air Force.

INFLUENCE
Focus on the most used sites related to the Air Force.