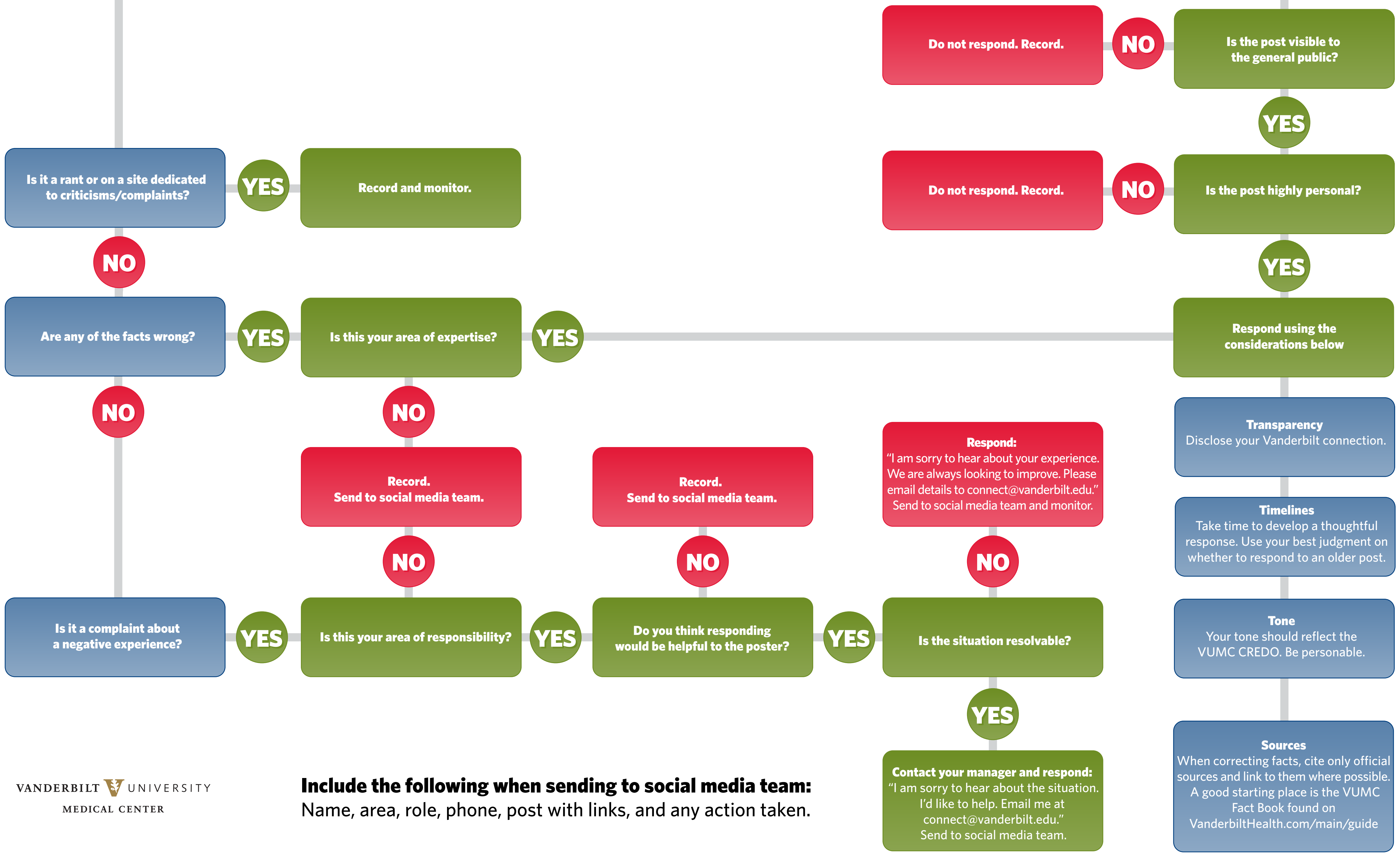


# Social Network Response Guide

## Is the post positive?

**NO**

**YES**



**Include the following when sending to social media team:**  
Name, area, role, phone, post with links, and any action taken.

**Contact your manager and respond:**  
"I am sorry to hear about the situation. I'd like to help. Email me at connect@vanderbilt.edu." Send to social media team.

**Respond:**  
"I am sorry to hear about your experience. We are always looking to improve. Please email details to connect@vanderbilt.edu." Send to social media team and monitor.

**Sources**  
When correcting facts, cite only official sources and link to them where possible. A good starting place is the VUMC Fact Book found on VanderbiltHealth.com/main/guide

**Tone**  
Your tone should reflect the VUMC CREDO. Be personable.

**Timelines**  
Take time to develop a thoughtful response. Use your best judgment on whether to respond to an older post.

**Transparency**  
Disclose your Vanderbilt connection.