Social Network Response Guide
Is the post positive?

- Record and monitor.

Is it a rant or on a site dedicated to criticisms/complaints?

- Record.
- Send to social media team.

Is it a complaint about a negative experience?

- Record.
- Send to social media team.

Are any of the facts wrong?

- Do not respond. Record.

Is this your area of expertise?

- 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.

Do you think responding would be helpful to the poster?

- Do not respond. Record.

Is the situation resolvable?

- 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.

- Is the post visible to the general public?

- Is the post highly personal?

- Respond using the considerations below

  - Transparency: Disclose your Vanderbilt connection.
  - Timelines: Take time to develop a thoughtful response. Use your best judgment on whether to respond to an older post.
  - Tone: Your tone should reflect the VUMC CREDO. Be personable.
  - 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

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