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North Dakota Tourism Social Media Response Policy

September 2020

The first step in responding is to evaluate the comment within the social media channel. Does the comment fall within one of these categories? This allows us to respond in a logical manner based on the type of comment.

Here is a guideline for the proper response procedure:

Is the comment appropriate and positive?

If the comment is appropriate and positive in nature, we can respond in the following manner:

- Concur with the post.
- Let the post stand as is based on its own merit.
- Provide additional information to reinforce the comment.
- Provide a positive review and show appreciation.

Is the comment appropriate and negative?

If the comment is appropriate and negative in nature, we can respond in the following manner:

- Respond to the original post, inactivity will appear as though we are ignoring the issue.
- Be patient and let them know you understand the issue.
- Urge the user to take the conversation offline by offering alternative ways to contact you.
- If the concerned user is unreceptive or blatantly hostile, remove the post and ban the user from participating in any further discussion.

Is the comment inaccurate?

If the comment is inaccurate, we can respond in the following manner:

- Offer information that is correct in response to post.
- Show appreciation for participating and correct the information contained within the post.

Is the post a low-risk inappropriate comment?

If the comment is a low-risk inappropriate comment, we can respond in the following manner:

- If the post contains inflammatory comments, we can let them know that the post was inappropriate and inform the user why.
- Delete the comment and let the community know what behavior is appropriate.

Is the post a high-risk inappropriate comment?

If the comment is a high-risk inappropriate comment, we can respond in the following manners:

- If the comment is violent, vulgar, derogatory or inflammatory, it should be deleted and the community should be informed of the reasons why it was removed.
- The user who posted the comment should be considered warned.
- If it continues and the social media channel allows, they should be reported and banned from participation.

Is the post a question?

If the comment is a question, we can respond in the following manners:

- If the post is a legitimate question, evaluate the best answer and respond accordingly.
- If the post is a legitimate question but would be better answered by another entity, thank the user for their question and let them know who would be better equipped to help them.
- If the post is not a legitimate question, you can choose to ignore it or delete it.
- If the post is not a legitimate question and inflammatory, you can consider it an inappropriate comment and respond accordingly.

These categories allow us to respond with confidence because it allows for a logical response based on the content of the post. It allows us to be consistent and tactical with our responses based on the category in which the content of the post lies. It is also a sustainable system that allows us the flexibility to respond quickly and accordingly.