

# TPWD Social Media Response Assessment

## Discover

### Web Posts

Has someone discovered a post about TPWD? Is it positive or balanced?

Yes

No

### Created By

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Original Source: US Air Force

## Evaluate

### Concur

A factual and well-cited response, which may agree or disagree with the post, yet is not factually erroneous, avoids ranting or raging, and is not negative in nature

You can concur with the post. let

No

### Let Stand

Let the post stand.  
Give no response.

Yes

No

### "Rager"

Does the post appear to be a rant, a rage, a joke, or a satire?

No

### "Misguided"

Does the posting contain erroneous facts?

No

### "Unhappy Customer"

Is the posting a result of a negative experience with TPWD?

No

Yes

Yes

Yes

### Monitor Only

Avoid responding to specific posts. Monitor site for relevant info and comments. Notify applicable TPWD staff

### Fix the Facts

Do you wish to respond with factual info directly on the comment board?

Yes

### Restore

Do you wish to rectify the situation, to take action on a reasonable solution?

Yes

## Respond

### Share Successes

Do you wish to share a story that relates to your mission?  
See response considerations below

### Make a Final Evaluation

Write a response to the current circumstance only. Will you respond?

Yes

Yes

## Consider

### Transparency

Disclose your TPWD affiliation

### Citing Sources

Include hyperlinks, video, imagery, or other references

### Timeliness

Create a good response. Do not rush.

### Tone

Respond in a tone that reflects the mission and heritage of TPWD

### Influence

Focus on the most used sites that relate to TPWD

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