

## Social Media Guidelines

In order to respond in an accurate and timely manner to comments and engage with VCE followers on social media platforms, we recommend the following process:

1. Conduct daily monitoring. This includes monitoring morning and throughout the day as necessary (if there's a topic or post with considerable engagement).
2. If question is posed: refer to FAQs and respond directly and accurately
3. If complaint is posted: acknowledge complaint, ask for clarification (if needed) refer to website or customer service phone number for resolution
4. If complaint escalates: refer immediately to VCE staff/outreach manager for resolution. If appropriate, request email with as much details regarding complaint.

There are many best practices for social media to take into consideration when managing responses for VCE:

- **Respond to questions and complaints, always.** If someone posts a question or complaint to one of your social media pages, the best thing you can do is respond to it in a timely manner. Always handle negative comments with a neutral tone and remember to follow up on responses.
- **Be direct and accurate.** Answer their question or concerns immediately. Then offer alternative solutions or resources for them to look into further for more questions. Always "keep the line open", which means leaving the conversation open for them to feel comfortable to come back with more questions if they need to and not further fuel their anger or emotions by escalating the situation or making them feel like they have no other recourse.
- **Don't feel compelled to respond to everything.** Respond to the most crucial and defining social media comments (like direct questions and complaints), but don't feel like you need to respond to it all. Follow up on exceptional feedback, questions, those seeking advice, etc. Don't get caught up in every "like" or stray comments that don't need a response.
- **Interact and show personality.** It should go without saying that people like to talk to other people — not robots. The more human you can make these digital interactions, the better. Interact with your audience on a more personal level and get them engaged in your company's happenings.