

AIR FORCE WEB POSTING RESPONSE ASSESSMENT V.2

AIR FORCE PUBLIC AFFAIRS AGENCY - EMERGING TECHNOLOGY DIVISION

DISCOVERY

WEB POSTING

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

CONTACT INFORMATION

Phone: 703-696-1158
E-mail: afbluetime@gmail.com

YES

NO

EVALUATE

CONCURRENCE

A factual and well cited response, which may agree or disagree with the post, yet is not factually erroneous, a rant or rage, bashing or negative in nature.

You can concur with the post, let stand or provide a positive review. Do you want to respond?

NO

YES

LET STAND

Let the post stand -- no response.

"TROLLS"

Is this a site dedicated to bashing and degrading others?

NO

YES

MONITOR ONLY

Avoid responding to specific posts, monitor the site for relevant information and comments. Notify HQ.

"RAGER"

Is the posting a rant, rage, joke or satirical in nature?

NO

"MISGUIDED"

Are there erroneous facts in the posting?

YES

FIX THE FACTS

Do you wish to respond with factual information directly on the comment board?
(See Response Considerations)

NO

YES

"UNHAPPY CUSTOMER"

Is the posting a result of a negative experience?

YES

RESTORATION

Do you wish to rectify the situation and act upon a reasonable solution?
(See Response Considerations)

NO

YES

RESPOND

SHARE SUCCESS

Do you wish to proactively share your story and your mission?
(See Response Considerations)

YES

FINAL EVALUATION

Write response for current circumstances only. Will you respond?

YES

RESPONSE CONSIDERATIONS

TRANSPARENCY

Disclose your Air Force connection.

SOURCING

Cite your sources by including hyperlinks, video, images or other references.

TIMELINESS

Take time to create good responses. Don't rush.

TONE

Respond in a tone that reflects highly on the rich heritage of the Air Force.

INFLUENCE

Focus on the most used sites related to the Air Force.