Assessing Your Response
You find a blog, video, or social media post about your organization.
How should you respond?

ASSESSMENT

Is it positive?

YES

NO

"TROLLS" Is this profile or site dedicated to bashing and degrading others, especially the church, our beliefs, leaders, or ministries?

MONITOR ONLY Avoid responding to specific posts or individuals as this can sometimes escalate the behavior. Monitor the situation for relevant information, comments, engagements, and potential to go viral. Consider banning repeat offenders/abusers if their activity is harmful to other followers or staff.

"RAGER" Is the post a rant, rage, joke, or ridiculing or satirical in nature?

"MISGUIDED" Are there erroneous facts or other misinformation in the post?

CONCURRENCE Provide a factual and well-cited response that may agree or disagree with the post, using an uplifting tone in either case. You can affirm the post, let it stand, or provide a positive review.

Do you want to respond?

YES

NO

"UNHAPPY MEMBER" Is the post a result of a negative experience with one of our churches, ministries, leaders, or members?

LET POST STAND Leave it alone, no response.

NO

YES

"FIDDLE" Are there erroneous facts or other misinformation in the post?

YES

FIX THE FACTS Respond directly with factual information. (Refer to the response considerations below.)

NO

NO

YES

RESTORATION Rectify the situation, respond, and act upon a reasonable solution. (Refer to the response considerations below.)

RESPOND

SHARE SUCCESS Proactively share your story and mission with the individual. Thank them for their positive feedback. (Refer to the response considerations below)

FINAL EVALUATION Base response on present circumstances, the influence of the post, and credibility of the poster.

Will you respond?

YES

YES

LET POST STAND Leave it alone, no response.

NO

NO

YES

DIGITAL RESPONSE CONSIDERATIONS

TRANSPARENCY Disclose your church or ministry connection.

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

TIMELINESS Take time to craft good responses, but respond within 24 hours as much as possible.

TONE Respond in a tone that reflects the love of Christ and the standards of the Seventh-day Adventist Church.

INFLUENCE Focus your attention on the most influential people and institutions related to your ministry, and the church.

Please remember to reflect the love of Christ always. Though it may be difficult to respond to every post, every opportunity to connect is an opportunity to advance the kingdom. For ministry leaders, understand that social media provides a unique opportunity for long-term pastoral care that can serve to enhance the relationship you cultivate with your members as well as the community your ministry serves.