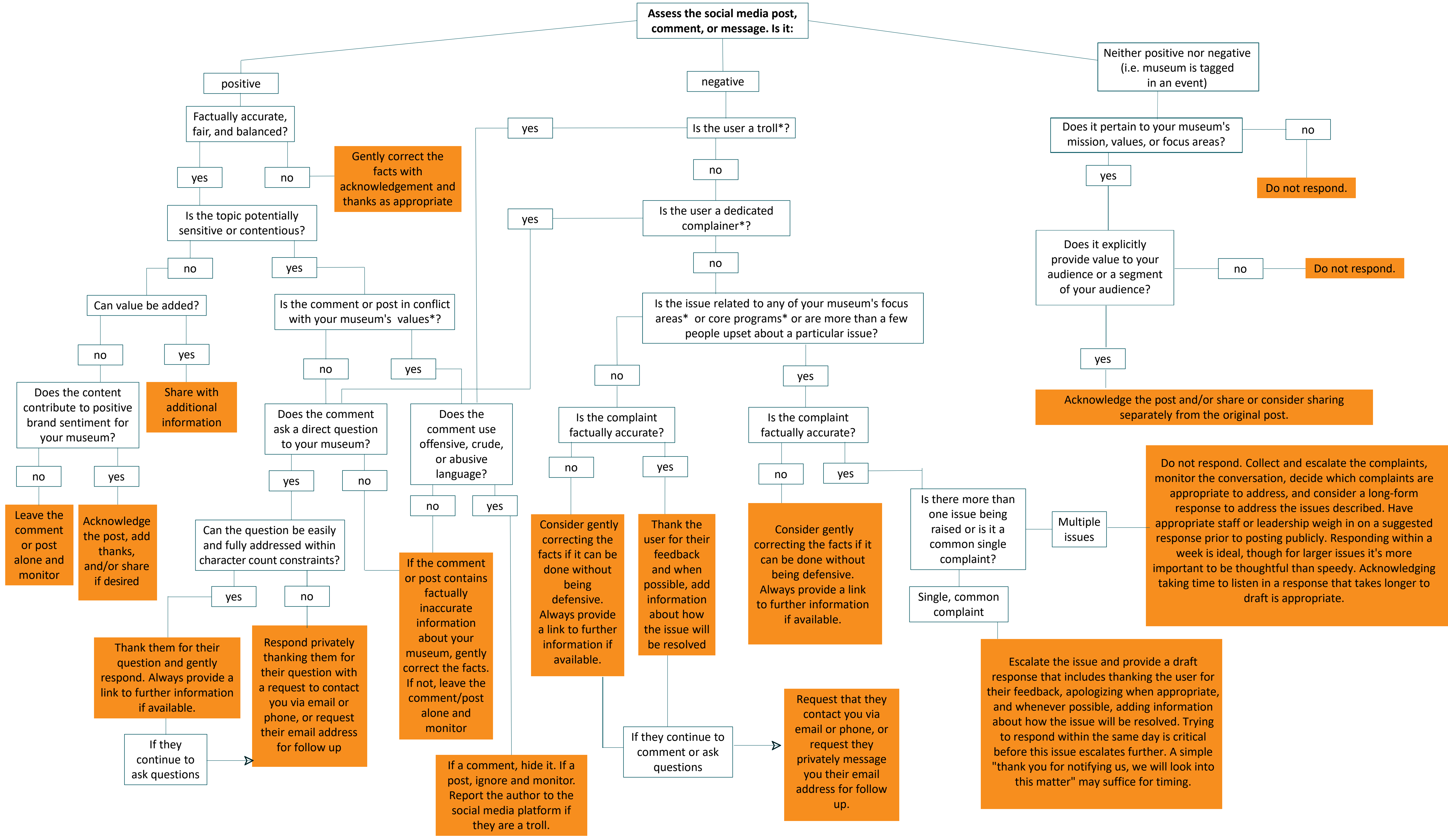


This template is offered as starting point and is by no means prescriptive. Every museum will need to edit or build upon this template to create the practice and policy most appropriate for their institution.

Template Social Media Response Decision Tree

Include here information on who this decision tree is meant for, who may respond, and how issues should be escalated if not covered by the decision tree.



Here, include any golden rules, definitions, and quick reference of your museum's mission, values, core programs, and focus areas. The below are examples.

Comments that contain hate speech should be **deleted** immediately upon discovery.
 Comments with profanity, advertisements, political endorsements, and spam/links should be **hidden** immediately upon discovery.

Troll/trolling: A social media troll is someone who purposely says something controversial in order to get a rise out of other users. Trolling is defined as creating discord on the Internet by starting quarrels or upsetting people by posting inflammatory or off-topic messages in an online community.
Dedicated complainer: a dedicated complainer is someone who primarily posts negative comments on social media with the intent to gain popularity or fame often through satirical, false, or crude criticism of another individual(s) or organization(s).

The museum's mission is
 The museum's values are
 The museum's focus areas are