

# TRUSTWORKZ, INC. ENGAGEMENT & RESPONSE ASSESSMENT CHART



## DISCOVER

**WEB POSTING/COMMENT**  
*Has someone discovered or commented on a post about TrustWorkz, Inc. or its interests? Is it positive or balanced?*

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/comment stand - No response.*

**"TROLLS"**  
*Is this a site dedicated to the bashing and degrading of others?*

NO

YES

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

NO

**"MISGUIDED"**  
*Are there erroneous facts about the posting?*

YES

NO

**"UNHAPPY READER/CLIENT"**  
*Is the posting a result of a negative experience?*

YES

NO

**MONITOR ONLY**  
*Avoid responding to specific posts, monitor site for relevant information and comments. Notify supervisor.*

**FIX THE FACTS**  
*Do you wish to respond with factual information directly? (See Response Considerations)*

YES

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

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

Created by James Ball for TrustWorkz, Inc. Adapted from the "Web Posting Response Assessment", as developed by the United States Air Force

## RESPONSE CONSIDERATIONS

**TRANSPARENCY**  
*Disclose your TrustWorkz, Inc. (Or "as" the TW client) connection.*

**SOURCING**  
*Cite your sources. Include hyperlinks, images, videos or other references.*

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

**TOPE**  
*Respond in a tone that reflects highly on the heritage and mission of our company.*

**INFLUENCE**  
*Focus on the most used sites that relate to our goals and objectives.*