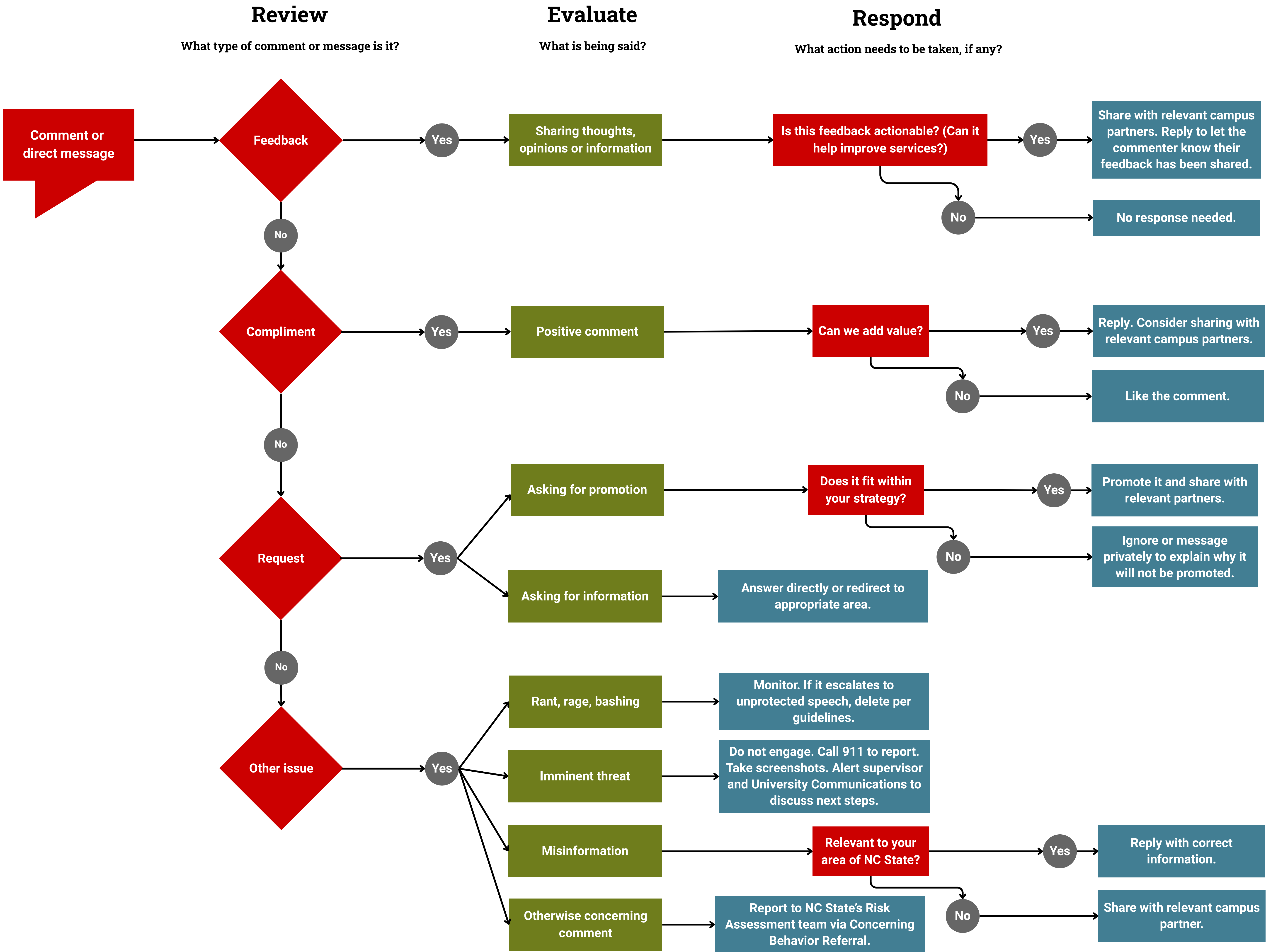


Social Media Comments Decision Tree

NC State University Social Media Guidelines and Best Practices



Best Practices

- This decision tree is a **general guide** but is not prescriptive and may not be appropriate in all scenarios. Contact socialmedia@ncsu.edu if you have questions about how to respond to a comment or message. This should be used in tandem with the [Guidelines for Moderating Comments](#).
- You represent NC State. Maintain a professional and helpful tone that reflects NC State's brand voice.
- Even when responding in a private manner, such as DMs, remember that your message could be screenshot and shared widely.
- Respond in a timely manner.
- Never share private information about students or employees.

All comments are subject to social media platforms' terms of use. NC State reserves the right to remove comments as permitted by university policy, regulations and guidelines.