

Before you respond.

Most comments and messages are easy. A few are not. When something needs attention, decide what kind of situation it is first. Then follow the path.

A comment, message or public issue needs attention. What kind is it?			
Normal question	Criticism or conflict	Safety concern	Church-wide crisis
Service times, parking, kids, events.	A complaint, a hard question, a heated thread.	Someone may be in danger, or reports abuse or self-harm.	A tragedy, a leader steps down, news about your church.
■ Answer within a day during office hours ■ Use approved, current information ■ Point to the website or plan-a-visit page	■ Pause. Read it twice ■ Apply your comment policy ■ Respond kindly once, then offer to talk ■ Tell your staff lead if it grows	■ Immediate danger: call emergency services ■ Abuse: follow safeguarding policy and reporting laws ■ Save messages and limit who sees them ■ Tell your staff lead right away	■ Pause all scheduled posts ■ Don't post or reply on your own ■ Staff lead approves one statement ■ Use your ready templates

EVERY TIME

Don't delete or reply in anger. Take a screenshot before you hide anything. Never promise total confidentiality. When in doubt, slow down and ask your staff lead.

Post this by your desk. Pair it with the comment policy and procedures on page 60.

"A soft answer turns away wrath, but a harsh word stirs up anger."

PROVERBS 15:1 (ESV)