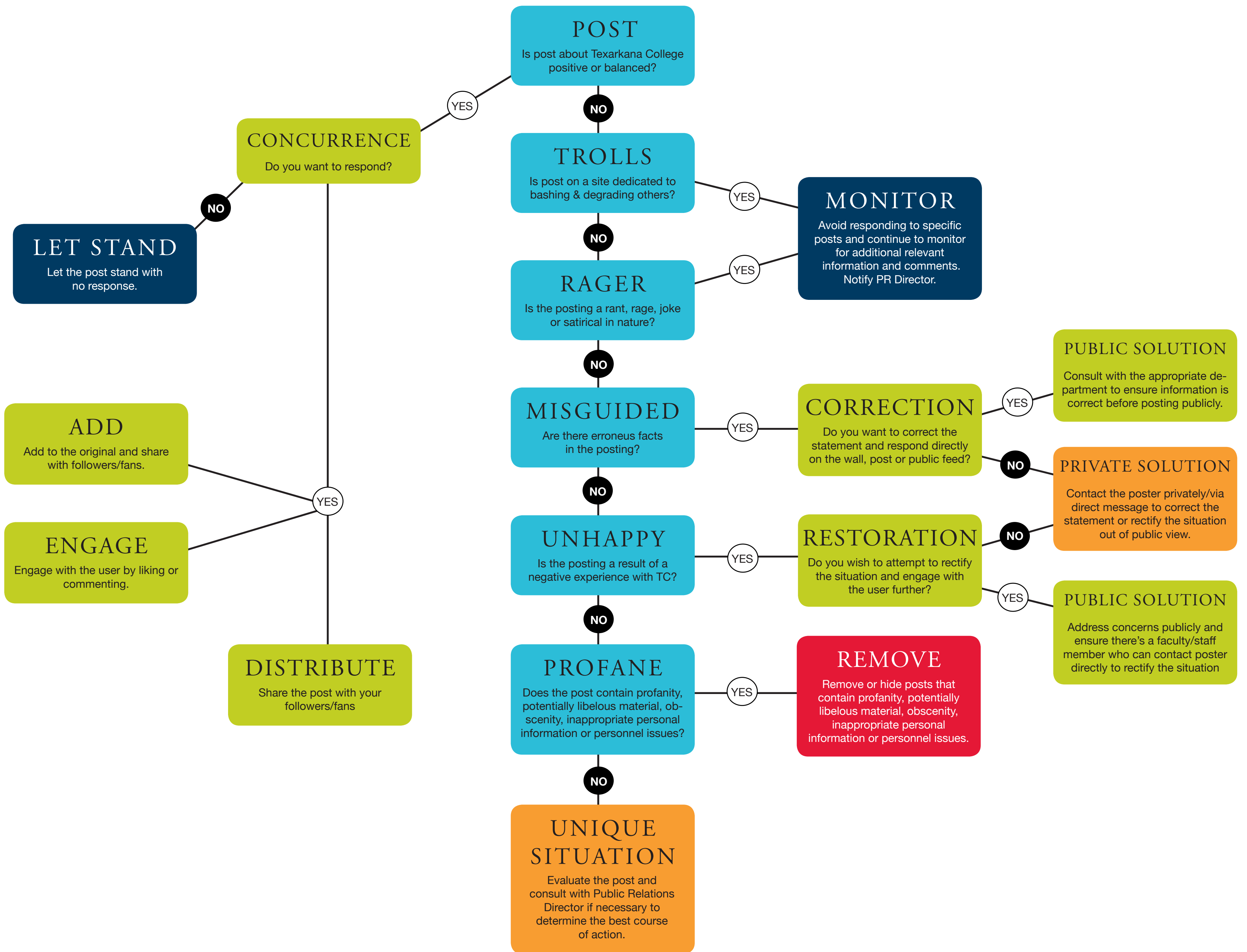




TEXARKANA COLLEGE

Digital & Social Media Response Flowchart



RESPONSE CONSIDERATIONS

TRANSPARENCY

Disclose your connection with Texarkana College if you are not responding via an official TC social media account.

SOURCING

Cite your sources by including hyperlinks, video, images or other references that will help reinforce your position.

TIMELINESS

Though it's important to respond in a timely manner, take time to create good responses. Don't rush.

TONE

Respond in a tone that reflects the values of Texarkana College. Be cognizant of grammar, spelling and punctuation.

INFLUENCE

Focus on the most used and most visible sites that Texarkana College faculty, staff, students and stakeholders use.