



Responses to Social Media Accusations

Note: *If your account is being tagged multiple times by different users to draw attention to the accusation (this will typically happen on Instagram), please respond once to the original author with one of the public responses below. This will let others know the post has been acknowledged. Once you respond, we recommend that you do not reply to any other comment on the post. Any further action should happen via DM, email, or phone call.*

Situation #1 - More information is needed:

(This should be used when more information is needed.)

- **Public Facebook, Instagram, LinkedIn, Twitter reply to the accusation:**
 - Hi ____, thank you for flagging this. We take reports of this nature very seriously and would like to learn more. Can you please email **INSERT APPROPRIATE EMAIL** or call **INSERT PHONE NUMBER** with any information you have regarding this situation.

Situation #2 - Report is relatively clear:

(This response should be used when the post includes a full or almost full story of the situation at hand. This could be in the form of a screenshot, caption, or graphic on social.)

- **Public Facebook, Instagram, LinkedIn, or Twitter reply (if the user is following you back):**
 - Hi ____, thank you for flagging this. We've sent you a DM with more information.
- **Public Twitter reply (if the user is NOT following you back):**
 - Hi ____, thank you for flagging this. Can you please follow us back so we can DM you?

Follow up Direct Message:

Hi ____, thank you for flagging this. We have passed this information along to the appropriate leadership at BU. The University takes all reports of this nature very seriously, and we will continue to monitor moving forward. Would you mind providing us with your preferred contact information in case we need to reach out? You can also contact us at **INSERT APPROPRIATE EMAIL** or **INSERT PHONE NUMBER** anytime.

Thank you,

- Boston University **NAME OF YOUR OFFICE/DEPARTMENT**

What to do next:



1. Send the post and any additional relevant information to the appropriate stakeholders and leadership, and notify the PR | Social Media team at social@bu.edu if you need any further guidance.
2. Avoid hiding comments, unless they violate your page guidelines, or changing your profile settings to prevent certain actions like commenting on your social posts. Activating these settings may make it seem like you're censoring your followers. After the situation resolves, you may then want to consider updating your settings and page guidelines with new parameters.
3. Continue to monitor your social media channels.
4. If appropriate, follow up with any DMs or emails if/when the situation resolves.