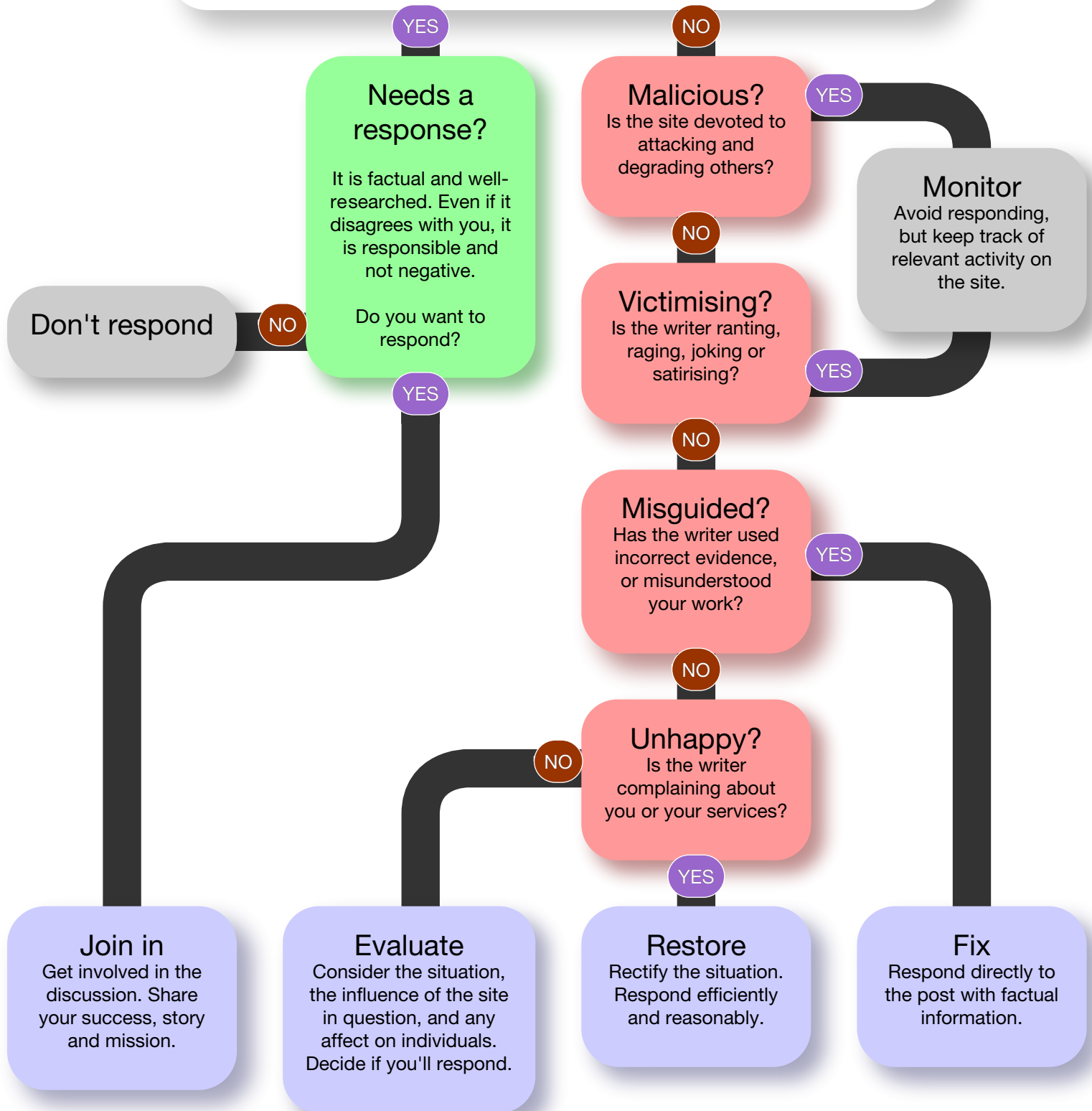


Someone has written about you online.

Is it positive?



Before you respond...

Be transparent
Be honest about your connection to the story.

Cite sources
Be clear about your sources, and include links to them.

Don't rush
Take time to make your response a good one.

Get the tone right
Reflect your organisation's richness and test your response on a colleague.

Focus
Focus on your most influential online activity.