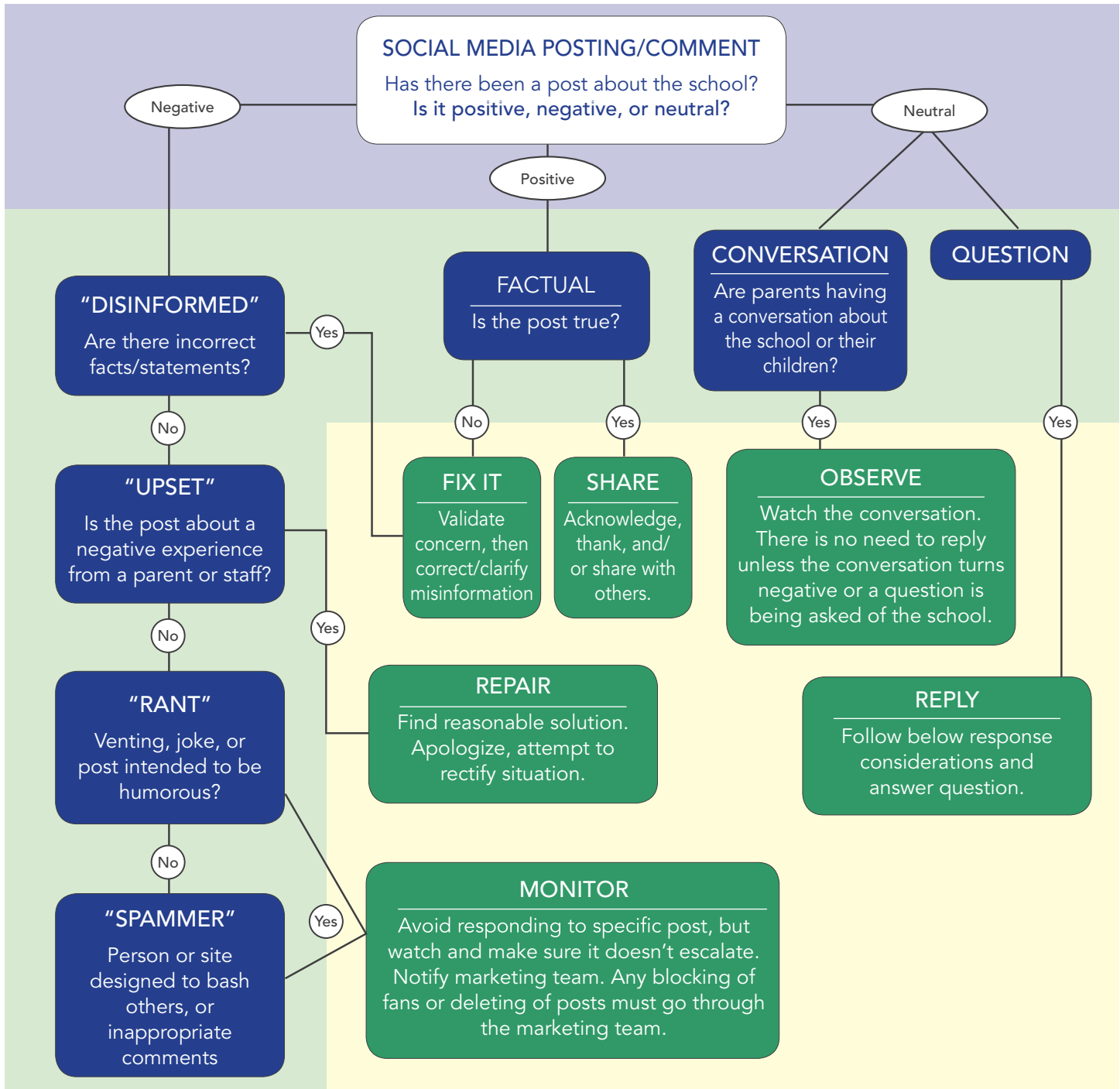


# SOCIAL MEDIA RESPONSE GUIDELINES



## RESPONSE CONSIDERATIONS

### ACCURACY

Check your facts.  
Ensure that spelling, grammar, and punctuation is all correct.

### TONE

Respond in a tone that reflects the warmth and culture of your Academy.

### TIMELINESS

Take the time to create accurate and well thought out responses.  
Reply within 24 hours.