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The Community Engagement Guide

Create a clear response routine for comments, messages, and mentions.

**PLAN IT.
MAKE IT.
YELL IT.**





01 / Organize the incoming conversation

A shared inbox needs a shared approach. Decide who handles each type of message before the queue grows.

1 Group messages by need

Separate general questions, purchase inquiries, feedback, and issues needing specialist attention. Use categories that help someone choose the next action.

2 Give each conversation an owner

Assign one person to move the conversation forward. A shared inbox should reduce uncertainty about responsibility, not create it.

3 Set a realistic review rhythm

Choose times the team can reliably check the queue. Explain service availability honestly instead of implying continuous support.

4 Escalate with context

Send the issue, relevant public details, what has already been said, and the action needed to the right teammate. Keep sensitive information in approved channels.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.



02 / Respond like a person

A response should acknowledge the message and make the next step clear. Prepared language can help, but it still needs a human check.

- 1 Answer the actual question**
Read the complete conversation. Use a specific answer when you have verified information; ask a focused clarifying question when you do not.
- 2 Keep the tone consistent**
Be warm, direct, and useful. Avoid defensive language or promises the team cannot keep. Tailor any saved response to the person and situation.
- 3 Close the loop**
Record whether the question was answered, transferred, or still needs work. A resolved label should mean the next step is understood.
- 4 Feed learning back into content**
Keep a list of recurring questions. Turn useful patterns into clearer website information, future posts, or improvements to the service process.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.



Your working sheet

Print this page or annotate it in your PDF reader. Add your own details, then give each next step an owner.

● Conversation category and urgency

● Assigned owner and backup

● Verified information needed

● Reply draft and next step

● Escalation destination

● Recurring question to turn into content
