



# Engaging on Social Media

To engage or not to engage. This is a question you have to ask yourself. Personal preferences are different and comfort level is personal.

# Emotions high? Take your time.

When deciding to engage or not it's good to do a bit of a check-in with yourself. Rate your own emotional response from 1-5. If you're at the top end give yourself some time. For me it's 24 hours to response to a comment or tag if my emotions are at 5. We all have triggers, certain things that can get us going.

# “You don’t care...”

This is what gets me bothered and emotional.

What is it that you’ve seen directed at you that gets you emotional?

# Tips for Engaging

1 - Delete the tag when replying to a comment that's emotionally charged.

2 - Avoid asking "why" questions and rethink their "why" questions as "what" questions.

“Sounds like they are going to come along and install parking meters. Chad Duplessie and the rest of council do not care about the average person. Why would you create more living expenses?!?”

Or...

“What is the situation that’s creating more living expenses?”

# Choose the Best Response:

- Reply one: “Jeff Smith, the parking meters are needed because people park all day long. We are not trying to raise costs but what are we suppose to do?”
- Reply two: “There is a clear need to better manage parking in the city and one of the top complaints I hear is that folks park for hours at a time in prime parking spots. The small business owners I speak to are asking what can be done? Parking meters are being reviewed as a potential solution.”
- Reply three: “Jeff Smith, please contact the engineer department and take part in the parking study community engagement survey.”
- Reply four: “I’d encourage folks to please contact the engineer department and take part in the parking study community engagement survey.”

# Home-field Advantage

Give yourself the home field advantage:

Read the comments, try hard to understand the different view points and put a post on your own page. Not something I do for all issues but certainly the controversial issues and the ones that need to be addressed publicly.

Final Tip: Beware of the Trolls

