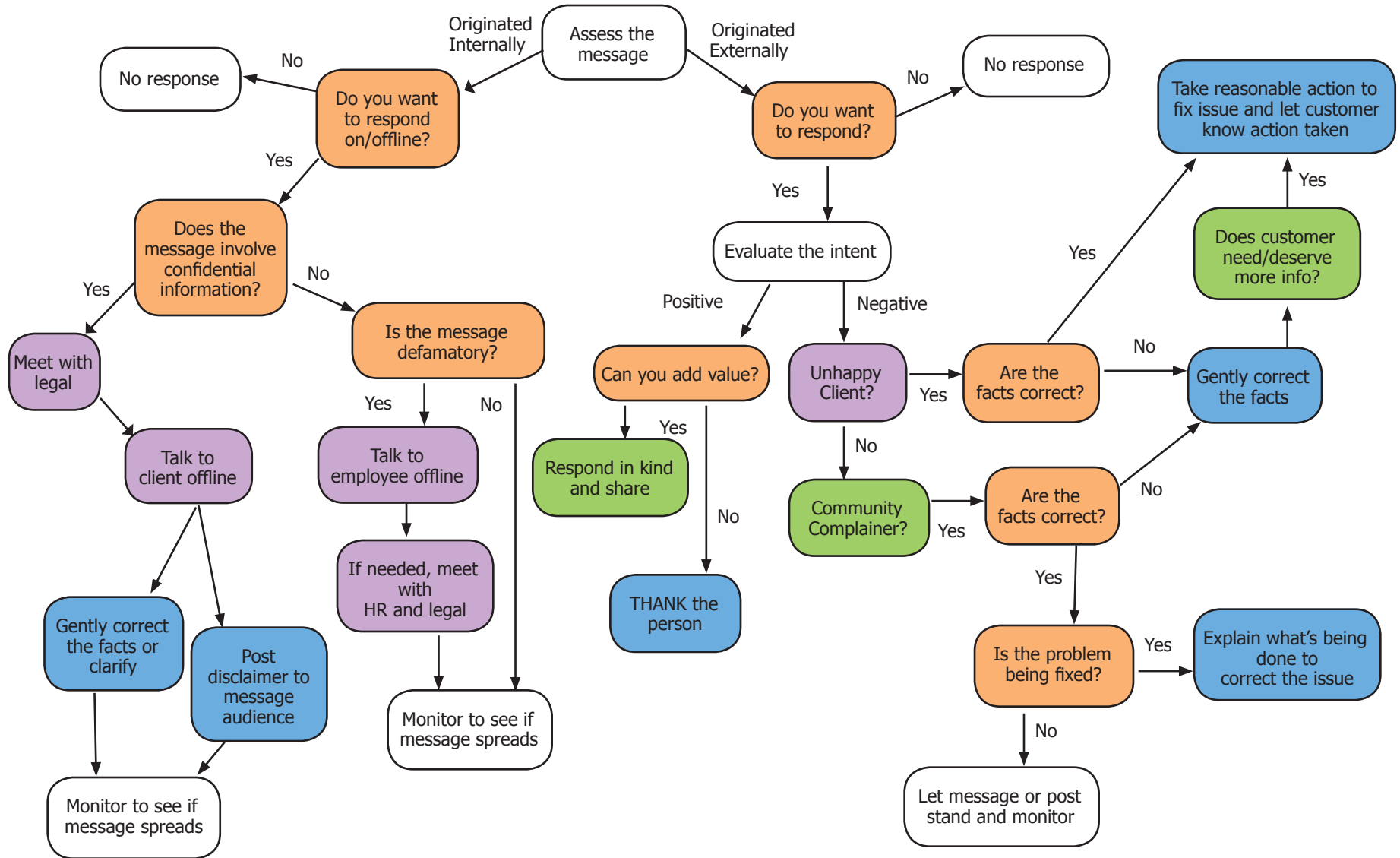


# Reacting to Social Media: A Guide for your Company



**When creating a response, please consider:** Transparency • Sources • Timeliness • Tone • Influence

"Reacting to Social Media" was built using the U.S. Air Force Blog Triage and the Altimeter Group Social Media Triage.

