

anatomy of an e-hostile troll



Eyes - decreased vision from staring at a computer screen incessantly.

Brain - the size of a peanut and where mischief is concocted.

Nose - Keen to smells like fear and the lack of confidence in others.

Ears - Too stubborn to listen to one's own self-conscience.

Mouth - their emails equate to their repulsive breath.

Muscles - atrophy from lack of use.

Fingers - are coated with potato chip crumbs that continually move across the keyboard.

Lungs - Filled with hot air.

Feet - gets a kick out of putting their own foot in their mouth.

Heart - incapable of empathy for others and is driven by rage and jealousy.

Stomach - is constantly being filled with junk food to compensate for their own unhappiness.



DISCLAIMER: Any likeness or similarities to any individual(s) is purely coincidental.





e-hostility

Quick Reference Guide to dealing with negativity in social media

Scan

POSTING
Is the posting positive, balanced and accurate?
REACTION: For every action there is an equal or greater opposite reaction.

YES

LET IT STAND
No response necessary.

NO

TROLLS
Is the site or poster making a prejudicial attack?

Monitor

Do not respond.
Alert the appropriate staff.

NO

YES

RAGER
Is the posting raging with hate and profanity?

Evaluate

NO

MISGUIDED
Are there inaccuracies in the posting?

YES

FIX THE FACTS
Do you wish to respond with factual information?

Mitigate

NO

UNHAPPY CUSTOMER
Is the posting a result of a negative experience?

YES

YES

SHARE SUCCESS
Is there an opportunity to share a story about the organization?

MITIGATION
Utilize your platforms to post accurate information on the subject. Remember the following tips...

UNDERSTANDING THE HOSTILITY: First seek to understand, then seek to be understood.

GIVE IT TIME: Most posts rarely ever need an immediate response, give it time, think it through.

CLEAR MIND: Most inappropriate communication comes from emotions. Have a clear mind and don't respond with the same emotional approach.

SAY LESS: Say more with less. Short, concise responses will go a long way.

BE STRONG: Keep your shield up and don't let a troll get to you. Eventually everyone will see how ugly they truly are.

STAY ABOVE IT: Every response does not need a reaction. Ultimately the troll will put his/her foot in their mouth.