N | A | T | I | O | N | A | L

Trusted Partner. Bold Thinking.™

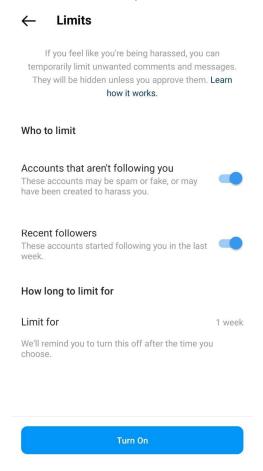**Children First Canada – Community Management Guide**
For Review: Nov 25, 2021

The following guide outlines measures you can take to minimise exposure to any unwanted comments, internet trolls, and spam comments that might target your profile due to the content being posted. It is split into three parts. Firstly, privacy settings you can enable on the platform, second – measures to take when responding to comments and third – measures to take when tagged in posts.

PLATFORM SETTINGS:

Instagram:

- Limits: Turn on this option to limit unwanted interactions under Settings -> Privacy -> Limits

- Hidden words: Turn on this option to hide comments and messages that contain offensive words, phrases and emojis under Settings -> Privacy -> Hidden Words
  - Automatic filtering: For IG's automatic filtering
  - Custom filtering: To specify if there are other comments you don't want to see by creating a custom list

← **Hidden words**

Offensive words and phrases

Protect yourself from comments and message requests that contain offensive words, phrases or emojis.

Hide Comments   ⬤

Comments that may be offensive will be hidden in a separate section of your posts, reels, lives and IGTV.

Advanced comment filtering   ◯

Additional comments that may contain offensive words and phrases will be hidden. You can always review and unhide individual comments.

Hide Message Requests   ◯

Message requests that may be offensive will be moved to the hidden requests folder. We'll also filter notifications for these messages.

Custom words and phrases

Hide other comments and messages that you don't want to see by creating a custom list of words, phrases and emojis.

Manage list   >

Hide Comments   ◯

Comments that contain words on your custom list and similar misspellings will be hidden.

Hide Message Requests   ◯

- Manually approve tags: Use this option to limit the number of people who can tag you in posts and stories under Settings -> Privacy -> Posts -> Tagged Posts

← **Tagged posts**

Tag controls

Manually approve tags   ◯

Pending tags   0 >

Twitter:
- Direct Messages: Use this option to limit who you receive message requests from under Settings -> Privacy and Safety -> Direct Messages

MANAGING COMMENT/REPLIES RESPONSES:

The table below maps a structure for categorising public comments and deciding on the appropriate response.

Type of comment	Identification	Action
Positive	Applauding or appreciating the initiative and people involved	Acknowledge and respond with appreciation
Neutral	General opinions	Do not respond
	Enquiry	Check suggested response from Children First Canada team and respond
Negative	Grade 1: General expression of displeasure accompanied by a question	Check suggested response from Children First Canada team and respond
	Grade 2: General expression of displeasure	Do not respond
	Grade 3: Using misguided or wrong facts and ranting, expressing aggression or rage	Do not respond, hide comment and block user

MANAGING MENTIONS/TAGS:

INSTAGRAM		
Type of mention	Identification	Action
Positive	Applauding or appreciating the initiative and people involved	Acknowledge and respond with appreciation

	Grade 1: General expression of displeasure accompanied by a question	Check suggested response from Children First Canada team and respond
Negative	Grade 2: General expression of displeasure	Do not respond
	Grade 3: Using misguided or wrong facts and ranting, expressing aggression or rage	Do not respond, hide comment and block user

TWITTER		
Quote retweet (Positive)	Applauding or appreciating the initiative and people involved	Reply with appreciation
Quote retweet (Negative)	General expression of displeasure	Do not respond
@Mention (Positive)	Applauding or appreciating the initiative and people involved	Acknowledge and respond with appreciation
	Applauding or appreciating the initiative and people involved, accompanied by a query	Check suggested response with Children First Canada team, respond with appreciation and answer query
@Mention	Grade 1: General expression of displeasure accompanied by a question	Check suggested response with Children First Canada team and respond
	Grade 2: General expression of displeasure	Do not respond
	Grade 3: Using misguided or wrong facts and ranting, expressing aggression or rage	Do not respond and block user