

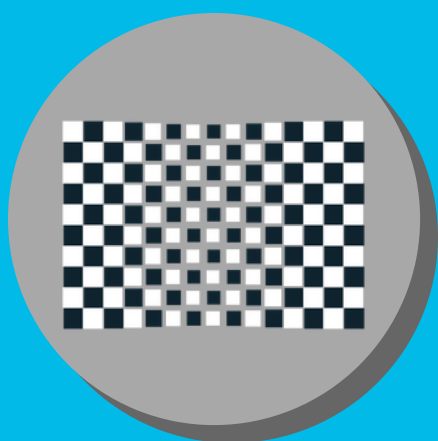
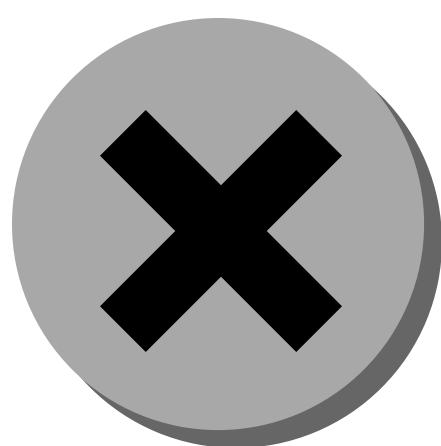
CORRECTIONS



Accepting responsibility for systematically responding to human error should be front and center in a social media strategy.

SOURCES OF ERRORS

Lack of Attention
Speed
Habits
Thinking Biases
Organizational Structures,
Procedures & Protocols



DETECT PATTERNS OF ERRORS

Keep a log
Connect the dots

BUILD AN EXPERIMENTAL LAB

A/B Testing



DETERMINE CORRECTIVE ACTION

Minor oversight
Modest gaffe
Missed opportunity
Major blunder

ASSESS REGULARLY

Tactical errors
vs.
Strategic errors

