



**RESPONSE CONSIDERATIONS**

- TRANSPARENCY**  
Make sure your response is honest and provides sufficient information.
- SOURCING**  
Cite your sources by including hyperlinks, images, videos, or other references.
- TIMELINESS**  
Take time to create strong responses, but respond within a reasonable amount of time.
- STONE**  
Respond in a professional and human tone that reflects highly on the organization.
- INFLUENCE**  
Focus on the most used resources related to the organization.