NORTHSTAR GROWTH CONSULTING

COMMUNITY MANAGEMENT & ENGAGEMENT PLAYBOOK

A Practical Guide to Instagram Communication, Audience Engagement & Inquiry Management

PLATFORM:	BUSINESS:	DOCUMENT TYPE:	VERSION:	DATE:
Instagram	Northstar Growth Consulting	Community Management SOP	1.0	November 2026

01 PURPOSE OF COMMUNITY MANAGEMENT

Community management is more than replying to comments and direct messages. It involves maintaining meaningful conversations, building audience trust, responding to inquiries, identifying potential business opportunities, and protecting the brand's reputation. For Northstar, every interaction should reinforce the brand's position as a knowledgeable, approachable, and professional consulting resource for home-service businesses.

02 COMMUNITY MANAGEMENT OBJECTIVES

1. Build Trust

Respond to audience questions with clear, helpful, and professional communication.

2. Encourage Engagement

Create meaningful conversations around business operations, systems, and growth.

3. Support Potential Clients

Provide relevant information to people interested in Northstar's consulting services.

4. Protect Brand Reputation

Address concerns and escalate sensitive issues appropriately.

5. Identify Business Opportunities

Recognize relevant inquiries and guide potential leads toward the appropriate next step.

03 BRAND COMMUNICATION GUIDELINES

BRAND VOICE	HOW IT SHOULD SOUND
Professional	Clear, knowledgeable, and respectful.
Approachable	Friendly, welcoming, and conversational.
Helpful	Focused on practical information and useful guidance.
Confident	Direct without being aggressive or making unrealistic promises.
Human	Natural language instead of robotic or overly scripted responses.

04 RESPONSE GUIDELINES

- Acknowledge the person's question before providing an answer.
- Keep responses clear, concise, and relevant.
- Use professional American English.
- Avoid arguments, sarcasm, and defensive language.
- Never promise specific business outcomes without authorization.

EVERY INTERACTION IS AN OPPORTUNITY TO BUILD TRUST.

05 COMMENT RESPONSE GUIDELINES

COMMENT TYPE	RESPONSE APPROACH	SAMPLE RESPONSE	ACTION
1 **Positive Comment** *Example comment* "These tips are really helpful!"	Acknowledge and appreciate.	*Hypothetical example:* Thank you! We're glad you found these insights useful. Follow along for more practical business tips.	Acknowledge and encourage continued engagement.
2 **General Question** *Example comment* "How can I organize my daily business tasks better?"	Provide helpful information and invite further engagement.	*Hypothetical example:* A good starting point is to group tasks by priority and establish a consistent daily workflow. We share more practical business organization tips here!	Provide a helpful general answer and invite further engagement.
3 **Agreement Comment** *Example comment* "This is exactly what my business needs."	Acknowledge and connect.	*Hypothetical example:* Absolutely! Having a clear system can make day-to-day operations easier to manage. Which part of your workflow would you most like to improve?	Continue the conversation with a relevant question.
4 **Service Inquiry** *Example comment* "Do you help small businesses with their operations?"	Acknowledge interest and move the conversation privately.	*Hypothetical example:* Thanks for your interest! Northstar focuses on helping businesses improve their systems and workflows. Send us a DM so we can better understand what you're looking for.	Move the conversation to direct messages.
5 **Irrelevant or Spam Comment** *Example comment* (Not applicable)	Do not engage publicly.	*Hypothetical example:* No public engagement is necessary.	Hide, restrict, or report according to platform policies and brand guidelines.

06 ENGAGEMENT STRATEGY

STEP 1: MONITOR
Review comments, mentions, and relevant conversations.

STEP 2: IDENTIFY
Determine whether the interaction is positive, informational, promotional, or an inquiry.

STEP 3: RESPOND
Use the appropriate brand voice and response guidelines.

STEP 4: CONTINUE
Ask relevant follow-up questions when they add value.

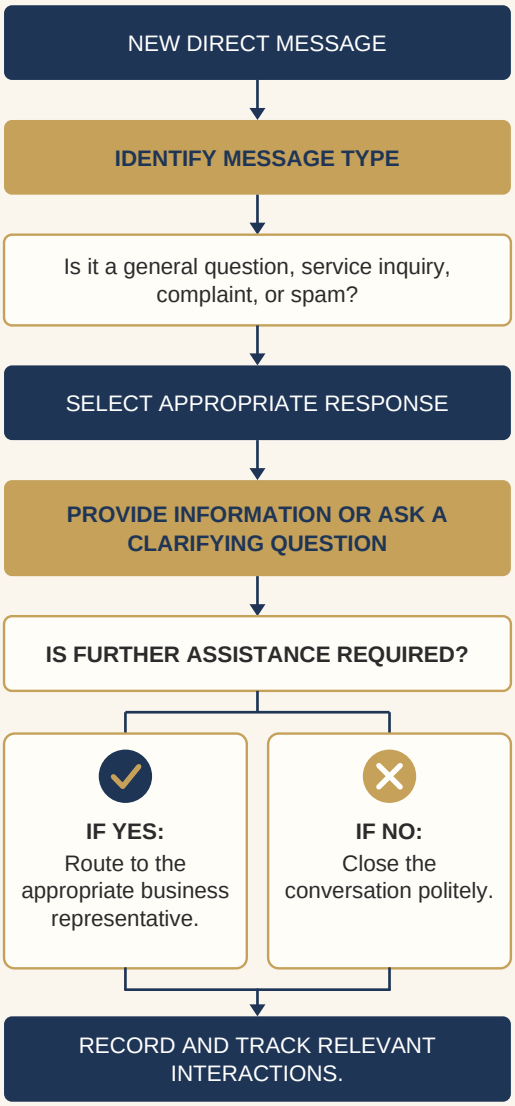
STEP 5: RECORD
Document meaningful inquiries, recurring questions, and issues requiring follow-up.

07 DAILY ENGAGEMENT CHECKLIST

- [ ] Review new post comments.
- [ ] Check Instagram mentions and tags.
- [ ] Review incoming direct messages.
- [ ] Respond to relevant audience questions.
- [ ] Identify potential business inquiries.
- [ ] Escalate sensitive issues when necessary.
- [ ] Record recurring questions and engagement insights.

Engagement should prioritize meaningful conversations rather than the quantity of replies alone.

08 DM RESPONSE WORKFLOW



09 FREQUENTLY ASKED QUESTIONS

QUESTION	SAMPLE RESPONSE	NEXT ACTION
What does Northstar Growth Consulting do?	Northstar helps home-service businesses improve their business operations, organize workflows, and develop more structured systems. We'd be happy to help you understand whether our services align with your needs.	Share the relevant service information.
Who do you work with?	We focus on supporting home-service businesses and the people responsible for keeping their daily operations organized.	Ask about their business type if relevant.
How much do your services cost?	Thanks for asking! Pricing depends on the type and scope of support required. Please send us a DM with a little information about what you're looking for so our team can guide you.	Route the pricing inquiry to the authorized business representative.
Can you help improve my business workflow?	That's one of the areas we focus on! It would be helpful to understand which part of your daily operations you're currently finding difficult to manage.	Ask a qualifying question.
How can I get started?	Thanks for your interest! Send us a message describing your business and the main challenge you'd like to address. We'll guide you through the next steps.	Initiate lead qualification.

10 DM COMMUNICATION RULES

1. Personalize replies where possible.
2. Never request passwords, financial account details, or unnecessary sensitive information.
3. Avoid sending unsolicited promotional messages.
4. Never guarantee business results.
5. Do not provide unapproved pricing or service commitments.
6. Keep the conversation focused on the person's actual concern.
7. Refer technical, contractual, and business-specific questions to the authorized representative.

A GOOD DM RESPONSE SHOULD MAKE THE NEXT STEP CLEAR.

11 NEGATIVE COMMENT MANAGEMENT

LEVEL	EXAMPLES	RESPONSE	ACTION
1 **Minor Negative Feedback**	• Disagreement with a post. • Mild criticism. • Different opinion.	Thanks for sharing your perspective. We appreciate different viewpoints and are always open to constructive feedback.	Respond respectfully and monitor the conversation. Do not argue or become defensive.
2 **Customer Concern or Service Complaint**	• Dissatisfaction with a service. • Unresolved inquiry. • Concern about business communication.	We're sorry to hear about your concern. We'd like to understand the situation better. Please send us a DM so our team can review this appropriately.	Acknowledge the concern publicly when appropriate. Invite the person to continue privately without requesting sensitive information in public. Document the issue and notify the responsible representative.
3 **Serious or Sensitive Issue**	• Threats or harassment. • Privacy concerns. • Legal allegations. • Fraud accusations. • Threatening or abusive messages.	Thank you for bringing this to our attention. We've escalated your concern to the appropriate team for review.	Preserve relevant evidence, avoid public arguments, and escalate immediately to the authorized business representative. Do not make legal statements, admit liability, promise compensation, or disclose private information without authorization.

Note: *Legitimate criticism should be handled professionally and is not hidden or deleted simply because it is negative. Spam, abusive, or policy-violating content may be hidden, restricted, or reported according to platform policies and brand guidelines.*

13 LEAD & INQUIRY HANDLING

	STEP 1 — IDENTIFY — Recognize messages expressing interest in consulting services, business support, or operational improvement.
	STEP 2 — QUALIFY — Ask relevant questions: What type of home-service business do you operate? What business process would you like to improve? What challenge are you currently experiencing? What kind of support are you looking for?
	STEP 3 — CATEGORIZE — HOT LEAD: Clearly interested in discussing services or taking the next step. **WARM LEAD:** Interested but still gathering information. **GENERAL INQUIRY:** Asking questions without a clear intention to explore services.
	STEP 4 — ROUTE — Forward qualified inquiries to the authorized business representative through the approved communication channel.
	STEP 5 — RECORD — Document the inquiry, date received, lead category, current status, and next action.

Rule: Do not request confidential business information, financial account details, passwords, or customer records through Instagram direct messages.

Note: Lead qualification does not authorize the Social Media Manager to promise a consultation, quote, or sale.

12 COMPLAINT ESCALATION WORKFLOW

1. NEW COMPLAINT
2. ACKNOWLEDGE THE CONCERN
3. ASSESS SEVERITY
4. DOCUMENT THE INTERACTION
5. ESCALATE TO THE RESPONSIBLE PERSON
6. WAIT FOR AUTHORIZED GUIDANCE
7. FOLLOW UP APPROPRIATELY
8. RECORD THE RESOLUTION STATUS

The Social Media Manager must not independently issue refunds, make legal statements, admit liability, disclose private information, or promise compensation without authorization.

14 LEAD TRACKING FIELDS

FIELD	SAMPLE VALUE
Date Received	Nov 10
Username	@samplebusiness
Inquiry Type	Workflow consulting inquiry
Lead Status	Warm
Next Action	Forward for review

Illustrative record — not an actual lead.

15 RESPONSE TIME GUIDELINES

INTERACTION TYPE	TARGET RESPONSE TIME	HANDLING GUIDELINE
General comments	Within 1 business day.	Respond with relevant information and maintain a friendly tone.
Positive comments	Within 1 business day.	Acknowledge and encourage meaningful engagement.
General DMs	Within 1 business day.	Provide a clear answer or ask a relevant question.
Potential client inquiries	Within 4 business hours during monitored business hours.	Prioritize and route qualified inquiries.
Customer complaints	Acknowledge within 1 business hour during monitored business hours.	Escalate based on severity.
Urgent or sensitive issues	Immediate escalation upon discovery during monitored coverage.	Notify the authorized representative.

These are proposed service standards for the simulation, not actual operating commitments. Response times apply only during designated monitoring hours and do not imply 24/7 coverage. Monitoring hours and the applicable US time zone must be agreed with the business owner before these response targets are adopted as operational standards.

16 ENGAGEMENT TRACKING

1. **Total Comments**
   Total comments across monitored posts.
2. **Comments Responded To**
   Number of relevant comments receiving a response.
3. **Total DMs**
   Total direct messages received.
4. **Business Inquiries**
   Number of messages related to potential services.
5. **Qualified Leads**
   Number of inquiries meeting the business's agreed qualification criteria.
6. **Average Response Time**
   Average time between receiving an inquiry and sending the first response.
7. **Escalated Issues**
   Number of complaints or sensitive interactions referred to management.

17 MONTHLY ENGAGEMENT REPORT TEMPLATE

METRIC	MONTHLY RESULT	NOTES / OBSERVATIONS
Total Comments		
Comments Responded To		
Total DMs		
Business Inquiries		
Qualified Leads		
Average Response Time		
Escalated Issues		

18 MONTHLY REVIEW & OPTIMIZATION

1. Which content topics generated the most meaningful conversations?
2. What questions appeared repeatedly in comments and DMs?
3. What concerns or complaints should be addressed?
4. What improvements should be implemented next month?

CONTINUOUS IMPROVEMENT

Use engagement insights to identify audience interests, improve future content, refine response templates, and strengthen the overall community experience.

PORTFOLIO DISCLOSURE: This is a self-initiated community management simulation developed for a fictional consulting brand. All sample conversations, response templates, workflows, lead records, and response standards are illustrative and do not represent actual customer interactions or client management experience.