In order to prepare for this assignment, READ the information contained in the document “[Streetcrafter Background](https://docs.google.com/document/u/0/d/1UjojrPnS-FNxVhntSsBCNWZvjtanAKyLzqu-aAOOK3w/edit).”

## Instructions

Professionalism is a skill that involves a lot more than showing up to work on time. Being skilled at professionalism includes acting in a way that furthers the interest of your workplace and the larger community.

Medin noticed some derogatory comments under John’s Youtube videos regarding Streetcrafter. Comments like these come from people who are uninformed or uninterested in the mission and offering of Streetcrafter. When these comments come to the surface it is our job to act in the best interest of the company. What we must be mindful of is how we react to any comments or feedback, bad or good.

John responds to these comments in a thoughtful manner that is respectful as well. The replies he gives usually are educational or even sometimes spun in a positive way. This is the level of professionalism that we are to keep.

1. Keeping in mind the description of professionalism that you learned about in this module what would be an incorrect way to respond to negative comments made about Streetcrafter?
2. Social media powerful tool to persuade the public to become a customer of Streetcrafter. What are the negative ways a public image of unprofessionalism can affect Streetcrafter?
3. What are the positive ways a professional image can impact Streetcrafter?