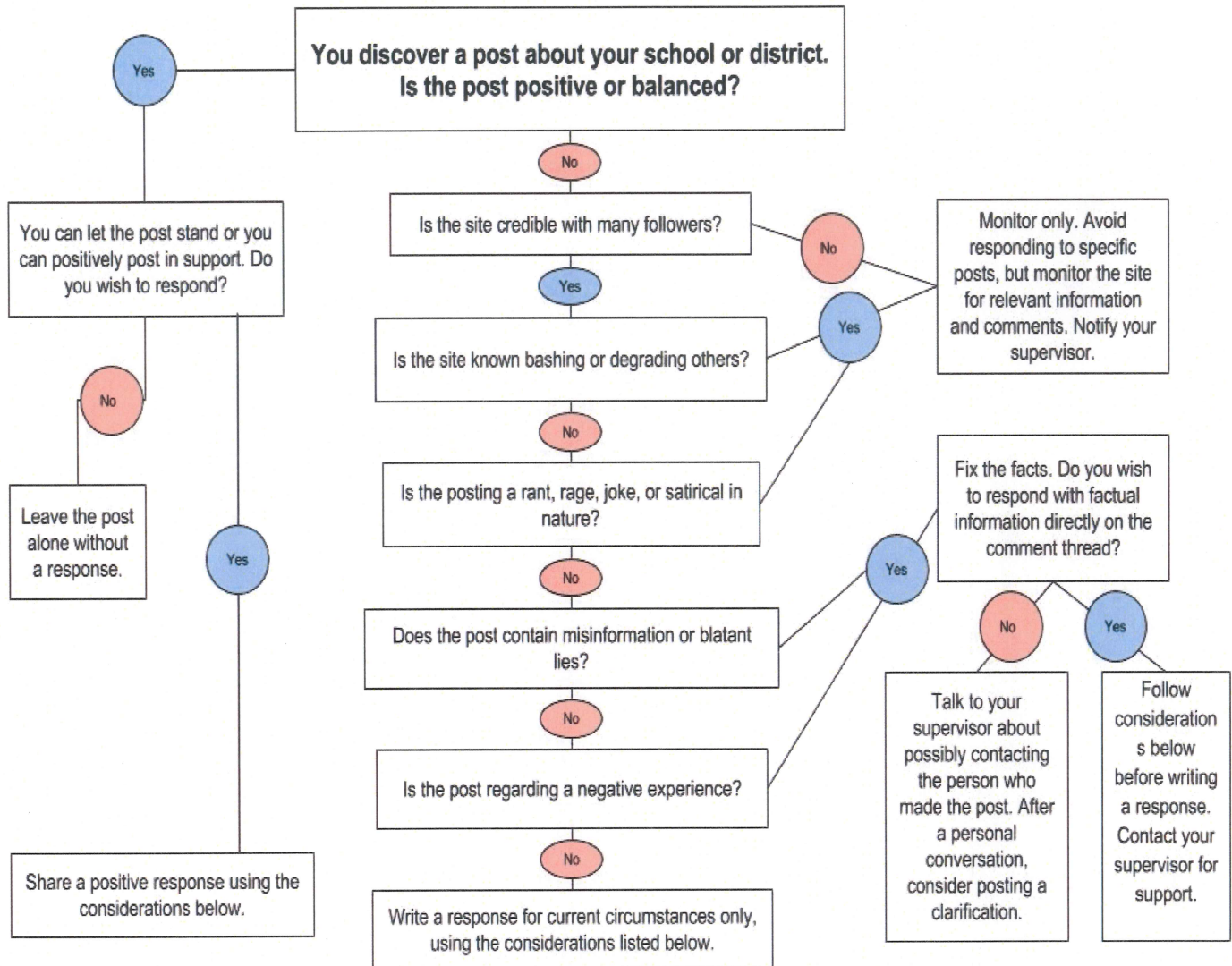


Social Media Response Guide

When a post made to social media is unfavorable, misleading, or blatantly untrue, it is natural to want to respond immediately to address the issue. However, sometimes the best response is no response. The graphic below is designed to identify what you can do when you see a post that may not be positive.



Before you respond...

If you see a post about a district or school issue, which could create mass concern, or if you have questions about any online comment situation, contact your supervisor.

- Be transparent about your connection to the school or district.
- Cite your sources by using hyperlinks, videos, images, or other references.
- Take your time to think through your response. Don't respond out of emotion.
- Respond in a tone, which reflects professionalism, empathy, and mission of our district.
- Give thought to the most effective type of response. Do not engage in online debates. When necessary, contact the individual privately to resolve the issue. Post an update or apology once resolved.