#SocialSchool4EDU

Guide to Responding Online

DISCOVER

YES — You have discovered a post about your district or schools. Is it positive or balanced?

NO

EVALUATE

Is the site credible with many viewers?

NO →

YES

Is this a site known for bashing or degrading others?

YES →

NO

MONITOR ONLY
Avoid responding to specific posts, but monitor the site for relevant information and comments. Notify your supervisor.

Is the posting a rant, rage, joke, or satirical in nature?

NO

Does the post contain misinformation or blatant lies?

YES →

NO

FIX THE FACTS
Do you wish to respond with factual information directly on the comment thread?

Is the post the result of a negative experience?

YES →

NO

NO / **YES**

CONCURRANCE
You can let the post stand, or you can positively respond in support.

Do you want to respond?

NO

YES

LET IT STAND
Leave the post alone without a response.

SHARE A POSITIVE RESPONSE
Do you wish to engage in the post to share your point of view? See considerations below.

Write a response for current circumstances only, using the considerations below.

Talk to your supervisor about possibly contacting the person who made the post. After a personal conversation, consider posting a clarification.

Follow considerations below before writing a response. Contact your supervisor for support.

BEFORE YOU RESPOND...

If you see a post about a district- or school-level issue that could create mass concern — or if you have questions about any online comment situation — contact your supervisor or the communications director FIRST. And in all cases...

- Be transparent by stating your connection to the school.
- Cite your sources by using hyperlinks, video, images, or other references.
- Take your time to think through your response. Don't rush.
- Respond in a tone that reflects the professionalism, empathy, and mission of your school.
- Give thought to the most effective type of response. Don't debate an issue or get into a negative conversation online. If appropriate, contact the commenter privately for a resolution and follow up online with an update or apology.