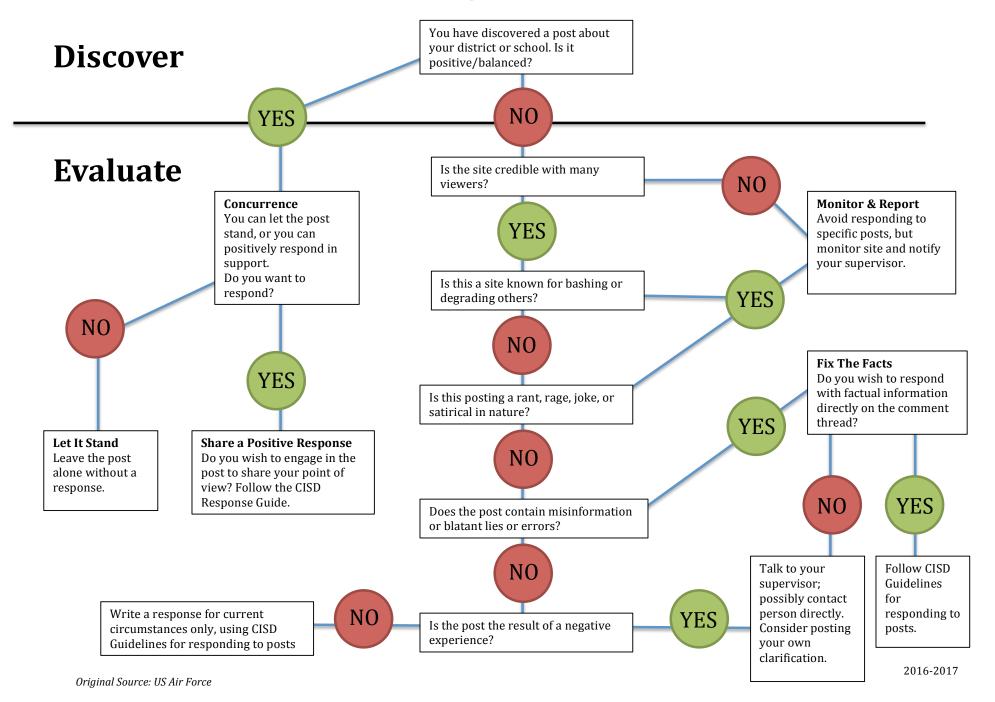
## Carroll ISD: Guide To Responding On Social Media



## **Carroll ISD Online Response Guide**

## Before You **Respond**. . .

If you see a post about the district or a school-level issue that could create more concerns – or if you have questions about any online comment situation – contact your supervisor and/or the Board & Community Relations Dept. **FIRST**.

And in all cases. . .

- Be transparent by stating your connection to Carroll ISD
- 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 core values of Carroll ISD.
- Give thought to the most effective type of response. Don't debate an issue or get into a negative conversation online.
- Post a district phone number and contact name for the individual to speak with the appropriate Administrator directly.



- Excellence
- Relationships
- Character & Integrity
- Innovation
- Open & Honest Communication
- Compassionate Service