

# Carroll ISD: Guide To Responding On Social Media

## Discover

You have discovered a post about your district or school. Is it positive/balanced?

YES

NO

## Evaluate

**Concurrence**  
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? Follow the CISD Response Guide.

Is the site credible with many viewers?

YES

NO

**Monitor & Report**  
Avoid responding to specific posts, but monitor site and notify your supervisor.

Is this a site known for bashing or degrading others?

YES

NO

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

NO

YES

**Fix The Facts**  
Do you wish to respond with factual information directly on the comment thread?

Does the post contain misinformation or blatant lies or errors?

NO

NO

NO

YES

Talk to your supervisor; possibly contact person directly. Consider posting your own clarification.

Follow CISD Guidelines for responding to posts.

Write a response for current circumstances only, using CISD Guidelines for responding to posts

NO

Is the post the result of a negative experience?

YES

# 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