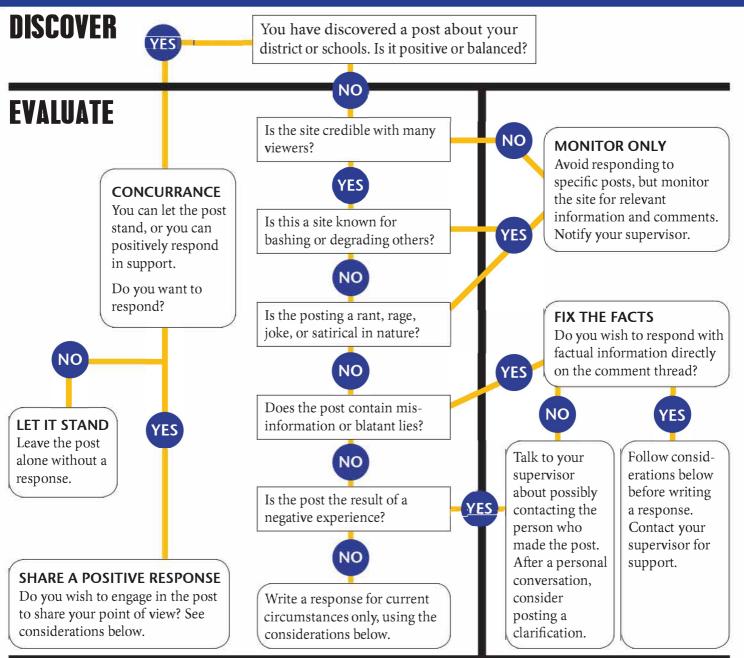


## **Guide to Responding Online**

Seeing negative or false comments about our schools can be frustrating, but responding with another comment isn't always the answer. Follow this guide to help decide how to best represents the Brave Nation. Never hesitate to contact your supervisor, or CISD Public Relations 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.