



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.

DISCOVER

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

EVALUATE

CONCURRENCE

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

Do you want to respond?

NO

LET IT STAND

Leave the post alone without a response.

YES

SHARE A POSITIVE RESPONSE

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

NO

Is the site credible with many viewers?

YES

Is this a site known for bashing or degrading others?

NO

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

NO

Does the post contain misinformation or blatant lies?

NO

Is the post the result of a negative experience?

NO

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

NO

MONITOR ONLY

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

YES

FIX THE FACTS

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

YES

NO

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

YES

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

YES

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.