# Cheltenham School District

# Social Media Response Plan
# Spring 2026

**BOARD OF SCHOOL DIRECTORS**

President Leah Mulhearn
Vice President Jennifer Lowman
Mia Blitstein
Charles Burdell-Williams
Zachary Epps
Robyn Murphy
Daniel Schultz
Dr. Caroline Watts
Dr. Ross Whiting

**ADMINISTRATION**

Dr. Brian W. Scriven, Superintendent
Assistant Superintendent, TBD
Josh Sweigard, Director of Business Services
Adrienne Tolbert-Jackson, Director of Human Resources
Chris Barone, Director of Technology
Anthony Carter, Interim Director of Facilities and Maintenance
ShaVon Savage, M.S.Ed., J.D., Director of Teaching and Learning
Dr. Stephen Catrambone, Director of Special Education
Charlene Collins, Director of Curriculum & Instruction, Humanities
Kevin Kaufman, Director of Communications
Jessica Keene, Director of Student Services
Jonthan White, Safety and Security Manager

**SCHOOL LEADERSHIP**

**Cheltenham Elementary:** Shareese Nelson, Interim Principal; Kellie Porter, Vice Principal
**Glenside Elementary:** Dr. Michelle Robinson, Principal; Byron Ryan, Vice Principal
**Myers Elementary:** Jason Lytle, Principal; Jazmin Postell, Teacher on Assignment
**Wyncote Elementary:** Jim Taylor, Principal
**Cedarbrook Middle School:** Craig Metcalfe, Principal;
Adicia Cohen Johnson, Vice Principal; Cheree Atwood, Vice Principal;
Dr. Elsie Russell, Lead Administrator/Interim Vice Principal, CBK East
**Cheltenham High School:** Dr. Benjamin Hammond, Principal;
Lori Felgoise, Vice Principal; Mark Hoff, Vice Principal; Jennifer Lennon, Vice Principal;
Dr. Curtis Callands, Vice Principal; Dr. Christine Zubairu, Vice Principal, EPIC
Samuel Sheridan, Vice Principal/Athletic Director

# CSD Social Media Response Plan

**Objective:**
To provide clear, consistent, and timely communication across all social media platforms while upholding the district's values of transparency, equity, respect, and academic excellence.

---

**1. Core Goals**

- **Engage** with students, parents/guardians, staff, and the wider community.
- **Inform** stakeholders of news, events, and district updates.
- **Promote** school and student and teacher achievements.
- **Respond** professionally to concerns or misinformation.
- **Protect** the district's reputation and community trust.

---

**2. Roles & Responsibilities**

| Role | Person(s) Responsible | Duties |
|---|---|---|
| Communications Director | Kevin Kaufman | Oversees all content and responses. |
| Digital Content Specialist | Rikki Rosenthal | Posts content and monitors channels daily. |
| Superintendent | Dr. Brian W. Scriven | Final approval for crisis communications. |
| School Principals | Shareese Nelson<br>Dr. Michelle Robinson<br>Jason Lytle<br>James Taylor<br>Dr. Elsie Russell<br>Craig Metcalfe<br>Dr. Benjamin Hammond | Share school-specific updates. |
| Social Media Liaisons | One for each building | Posting updates throughout the year. |

---

**3. Platforms Covered**

- Facebook
- Instagram
- Twitter/X
- YouTube
- LinkedIn
- School website

---

**4. Monitoring Schedule**

| Frequency | Responsibility |
|---|---|
| Daily (business hours) | Digital Content Specialist |
| Weekends/Holidays | Director does periodic check-ins |

---

**5. Response Protocols**

**Questions / Inquiries**

- **Response Time**: Within 1 business day
- **Tone**: Informative, helpful, neutral
- **Escalation**: Refer to appropriate department if needed
- **Example**: "Thanks for your question! Please contact our Student Services team at [email] for more details."

---

**Negative Comments / Complaints**

- **Response Time**: Within 24 hours
- **Tone**: Calm, respectful, fact-based
- **Action**:
  - Acknowledge concern publicly (if appropriate)
  - Offer to move conversation offline (email/phone)
  - **Example**: "We're sorry to hear this. Please DM us or email [contact info] so we can address your concern directly."

---

**Misinformation / Rumors**

- **Action**:
  - Politely correct inaccuracies with facts
  - Link to official district statements
  - **Example**: "To clarify, the district's policy on [topic] is outlined here: [link]. Feel free to reach out with questions."

---

**Crisis / Emergencies**

- **Handled By**: Communications Director + Superintendent
- **Channels**: Post on all major platforms + website alert
- **Messaging**:
  - Unified and approved by leadership

    - Prioritize student and staff safety
- **Follow-up**: Frequent updates as needed; debrief after resolution

---

**Messages**

- **Response Time**: Within 24 hours
- **Tone**: Calm, respectful, fact-based
- **Action**:
    - Acknowledge concern (if appropriate)
    - Offer to move conversation offline (email/phone)
    - Advise them to utilize communications@cheletenham.org in the future to reach the Communications team.
    - **Example**: "We're sorry to hear this. Please DM us or email [contact info] so we can address your concern directly." "In the future, please send concerns to communications@cheltenham.org."

---

**6. Comment Moderation Policy**

- Delete or hide comments that:
    - Include profanity or hate speech
    - Threaten safety or privacy
    - Spread false or harmful rumors
    - Are spam or off-topic
- **Commenting guidelines** are posted on district social sites

---

**7. Training & Consistency**

- Provide annual training for staff managing social media
- Use approved tone and voice guides

---

**8. Review & Evaluation**

- **Monthly Reports**: Engagement metrics, follower growth, response times
- **Quarterly Reviews**: Update plan as needed based on new challenges or goals

---

**9. Key Contacts**

- Communications Director: Kevin Kaufman, kkaufman@cheltenham.org, 215-593-9765
- Superintendent: Dr. Brian W. Scriven, bscriven@cheltenham.org, 267-921-4110
- Digital Content Specialist: Rikki Rosenthal, rrosenthal@cheltenham.org, 215-882-3995