

# A guide to responding on social media

Original source: US Air Force

## 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**

**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? Follow your district's rules of engagement for interacting on social media.

Is the site credible with many viewers?

**NO**

### Monitor & Report

Avoid responding to specific posts, but monitor the site and notify your supervisor.

**YES**

**YES**

Is this a site known for bashing or degrading others?

**NO**

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

**NO**

Does the post contain misinformation or blatant lies or errors?

**YES**

### Fix The Facts

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

**NO**

**NO**

**YES**

Write a response for current circumstances only, using district guidelines for responding to posts.

**NO**

Is the post the result of a negative experience?

**YES**

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

Follow district guidelines for responding to posts.