



# OUR GUIDE FOR 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 decide what to do next to best represent our schools and district — and never hesitate to contact Erica Chandler, director of communications, for support: 314-633-5908 / echandler@afftonschools.net.

## DISCOVER

You have discovered a post about our district or schools. Is it positive or 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? See considerations below.

Is the site credible with many viewers?

NO

YES

Is this a site known for bashing or degrading others?

YES

NO

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

YES

NO

Does the post contain misinformation or blatant lies?

NO

NO

Is the post the result of a negative experience?

YES

NO

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

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

**FIX THE FACTS**  
Do you wish to respond with factual information directly on the comment thread?

NO

YES

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

Follow considerations below before writing a response. Contact your supervisor 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 Affton Schools.
- 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 Affton Schools.
- 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.