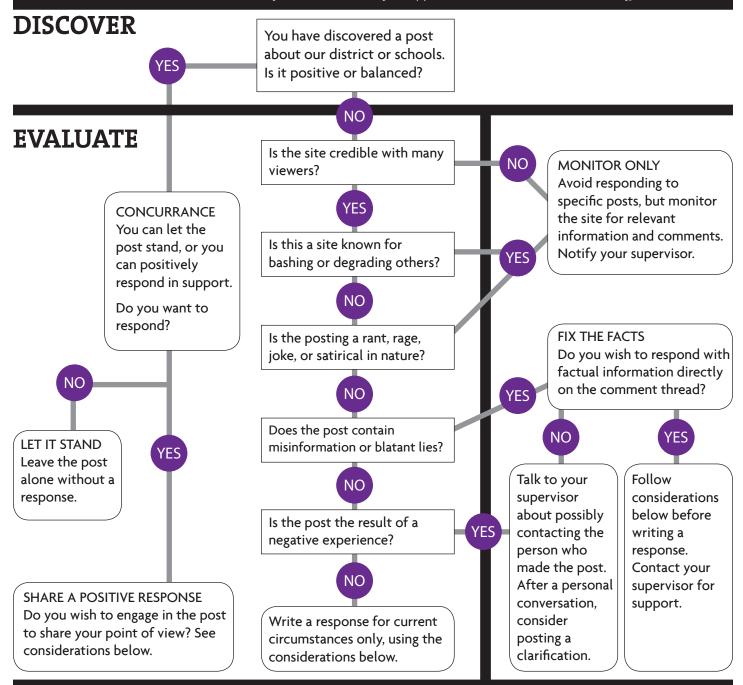


## OUR GUIDE FOR RESPONDING ONLINE

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.



## **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.