

ASSESS

**SOCIAL MEDIA POSTING**

Has someone discovered a post about your organization?  
Is it a positive posting?

YES

NO

EVALUATE

**CONCURRENCE**

A factual and well-cited response, which may agree or disagree with the post, yet is not negative.

You can concur with the post, let stand or provide a positive review.

Do you want to respond?

**"TROLLS"**

Is this a site dedicated to bashing and degrading others?

NO

YES

**"RAGER"**

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

NO

**"MISGUIDED"**

Are there erroneous facts in the posting?

NO

YES

**"UNHAPPY CUSTOMER"**

Is the posting a result of a negative experience from one of our stakeholders?

NO

YES

**MONITOR ONLY**

Avoid responding to specific posts, monitor the site for relevant information and comments. Forward the account name to [communications@everettsd.org](mailto:communications@everettsd.org)

**FIX THE FACTS**

Respond with factual information directly on comment board. (See response considerations below).

**RESTORATION**

Rectify the situation, respond and act upon a reasonable solution. (See response considerations below).

YES

RESPOND

**SHARE SUCCESS**

Share the post with your followers and/or respond (see response considerations below).

YES

**FINAL EVALUATION**

Base response on present circumstances, influence of the author and stakeholder's prominence. Will you respond?

YES

RESPONSE CONSIDERATIONS

**TRANSPARENCY**

Disclose your Everett Public Schools connection.

**SOURCING**

Cite your sources by including hyperlinks, video, images or other references.

**TIMELINESS**

Take time to create good responses, from a few hours to a day.

**STONE**

Respond in a tone that reflects the professionalism of Everett Public Schools.