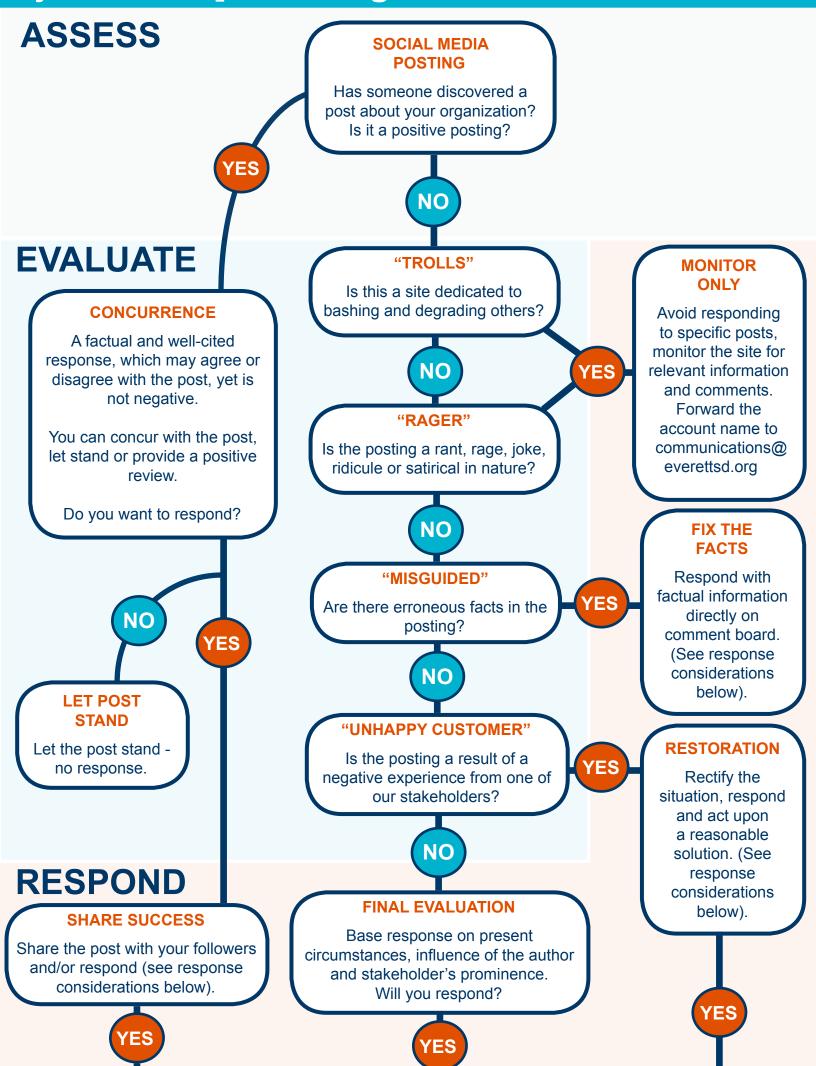
9 j Yf YhiDi V']WGW cc'g social media response guide



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.

TONE

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