

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 Mark Dodge, director of school improvement & communications, for support: 785-542-4910 x1105 / markdodge@eudoraschools.

DISCOVER

You have discovered a post about our district or schools. Is it positive or balanced?

YES

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? See considerations below.

NO

Is the site credible with many viewers?

NO

MONITOR ONLY

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

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

FIX THE FACTS

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

NO

Does the post contain misinformation or blatant lies?

NO

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

YES

Follow considerations below before writing a response. Contact your supervisor for support.

NO

Is the post the result of a negative experience?

YES

NO

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

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 Eudora 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 Eudora 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.