Digital Communication During Crisis

(Both on social media and your k12 Website)

1. Build a website page. This is where you will redirect all folks commenting on social media. K-12 website CMS have forms for concerns (This IMPORTANT so that negative comments do not sit on a post so the community can see them and keep responding). After your message, there will be a tab to click for comments or questions. Those comments will be emailed to school admin. You may also need to be to build subpages (for the COIV-19 virus schools needed to build a page directing the community on where to go for lunch and breakfast. PLEASE DO NOT TAKE A PHOTO OF A DOCUMENT AND POST IT).

    Note:
    Parkway schools has a good example of this. https://www.parkwayschools.net/Page/9965

2. If you are a school leader, use your DM (direct message) or even comment back to the community. But if you post something, you have to maintain and comment back!! ITS A MUST! This calms down the community. They will know you have a plan.

3. Consider Facebook live. But you must review the comments and respond live

4. UPDATE THE ORIGINAL POST about the incident. DO NOT KEEP REPOSTING. First- you will be able to keep comments in one spot. Second, because of the Facebook algorithm, you will have better reach to your community. And your page will not be cluttered. The post will be a one stop shop. You can start the post with "UPDATE: 03/23/2020……..finish post"

5. BY LAW schools are not allowed to delete negative comments on pages. Click hide (there friends will see them, but not everyone on your page). This could get your schools in trouble with FOIA laws.

6. **Lastly, if you are a school leader, you need to take care of yourself. You must take a break from the crisis during parts of the day or you will be of little use to your community.**