



# LDSB Social Media Response/Assessment Guide

## Discovery

### Social Media Comment

A post/comment/tweet is posted about LDSB, a school, staff, students or trustees. Is it positive, neutral, accurate?

## Evaluation

NO

YES

### Concurrence

The post may not agree with LDSB policy, procedures or decisions but it is not factually erroneous, a rant or negative in nature. We can let stand or provide additional comment. Do we want to respond?

NO

YES

### Let Stand

No response

### Trolls

Is this site/poster dedicated to bashing and degrading others?

### Ragers

Is this post a rant, rage, joke or satire?

### Misguided

Is there misinformation or erroneous facts in the posting?

### Unhappy Customers

Is the post the result of a negative experience with the LDSB, a school, staff or trustee?

### Partisan/Political

Is the post by a member of a political party and partisan?

NO

YES

YES

YES

YES

### Monitor only

Avoid responding to specific posts, monitor for relevant information and comments. Notify relevant senior staff as required.

### Fix the Facts

Respond with factual information directly to the post (see response considerations)

### Restore

Rectify the situation and find a reasonable solution or let stand

### Manage

Monitor and alert senior staff and/or board and Ministry reps as required or let post stand

### Share Success

Proactively share a success story to build credibility & followers

YES

### Final Evaluation

Respond based on current circumstances only

YES

YES

## Response Considerations

### Transparency

Always disclose your LDSB affiliation

### Sourcing

Cite your sources with links, images or other references

### Timeliness

Take the time to create a good response

### Tone

Respond in a professional tone that reflects the mission of LDSB

### Influence

Is poster credible and does he/she have strong readership?