

Bridge Over Troubled Water Social Media

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Building a Bridge

- Know site conditions
- Construct knowledge
- Develop a plan
- Execute
- Monitor and evaluate
- Know when to rebuild or reinforce



Social Media: Think...

- Think before you post
- Be careful of what information you share
- Social media is not for private conversations
- Don't let negative emotions drive you to post or respond
- Use appropriate language
- Do not post on behalf of the school district
- Use social media for listening
- Comply with the law



Social Media: What would you do?

Step 1:

- Read the scenario

Step 2:

- Create a three to five-step plan to prioritize actions...write it down

Step 3:

- Share with your table
- Identify commonalities



Social Media: Scenario 1

You open up your Facebook page and here is what pops up. The post was made at 1:30 a.m. It says:

- “Phony & Two faced!!! The pathetic school principal, and the idiotic Superintendent for the School District!! Need to pack their bags and kindly get the fuck out of _____!! Their time is up!! We don’t need those fucking idiots in our district!! Closet drunks!! Phony as they come!!!! I’ve never saw so much locals pull their kids out of school!!!! Oh but the two ass clowns are collecting like all our kids are still there !! Every dog has their day !! And I say their day is up !! Fucking KKK bastards !! White supremacy little bitches don’t belong around our kids !! Or in our district !!!”

How would you go about handling this?

- Create a three to five-step plan to prioritize actions...



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Social Media: Mainstream Media

Single

Overarching

Communication

Objective

Know your elevator speech!!

