LEGAL TIPS

• Talk to your legal counsel before talking to the media.
• ONLY say what is true and what you KNOW is true (“a district employee was arrested last night”). Do not speculate.
• Have a plan:
  o INCIDENT
  o Generally – place employee(s) on paid administrative leave
  o Law enforcement
  o Union (depending)
  o Investigation
  o Discipline
• Keep community informed (email, letter, website).
• Keep board informed.
• Foremost consideration: what is best for the students, what is best for the district.
• Parents want to know that their kids are safe and that the district is handling the issues. Assure them of these two things.

MEDIA TIPS

• PEOPLE NEED SOLACE: You can, and should, provide them reassurance in troubling times. Failing to do so can lead to rumors taking over.

• BE GENUINE: It’s OK to let your feelings show, and doing so creates empathy.

• IT’S ALL ABOUT STUDENTS: Virtually all your messaging should tie in with students. They are why you do what you do.

SOCIAL MEDIA TIPS

• RESPOND QUICKLY: Using social media allows for a rapid response to the broadest possible audience.

• MONITOR BUZZ: Pay attention to the conversation(s) going on about the crisis, and help direct them.

• ENGAGE: Aim for dialogue. This can be achieved by posing a message, listening to the response, and replying appropriately. Ask community members to help multiply your reach by sharing the news with their friends and groups.