

# Utilizing Social Media During a Crisis

74 % of Internet users engage on social media.

Source: Pew Research Center's Internet Project January Omnibus Survey, Social Networking Fact Sheet, Jan. 2014 <http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>

64 % of social media users use social media sites at least once a day.

Source: The Digital Consumer, Feb. 2014 <http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2014%20Reports/the-digital-consumer-report-feb-2014.pdf>

58 % of adults own smartphones.

Source: Pew Research Center's Internet Project Survey, Jan. 2014 [http://www.pewinternet.org/files/2014/02/PIP\\_25th-anniversary-of-the-Web\\_0227141.pdf](http://www.pewinternet.org/files/2014/02/PIP_25th-anniversary-of-the-Web_0227141.pdf)

When a crisis hits, it is typically best practice to have one person leading the social media response team to keep the message consistent and controlled. Here are eight key tips to help keep your team focused and on message:



## Respond Rapidly

Get ahead of the crisis and utilize social media to quickly disseminate important information throughout the crisis.



## Tap Your Network

As a school leader, use your network. Replay information that the school district sends out on your social media accounts.



## Fact Check

Share only confirmed information and facts. You can link to your school district's website, blog, or social media accounts for more in-depth information.



## Create a Dialogue

Monitor and respond to comments. Social media is interactive; follow how people are reacting and respond to comments and feedback—even if the postings are negative—to convey factual information.



## Respond Correctly

Make sure you share accurate information, especially if misinformation is being spread. Don't allow emotion to drive the conversation.



## Think Before You Post

Think strategically before you post to avoid social media missteps that could further accelerate the crisis. If you make a mistake, admit it. Issue an immediate clarification or explanation, and apologize.



## Focus on the Crisis

While the crisis is ongoing, practice strong message discipline. Hold off on other news and automatic postings until the crisis subsides.



## Review Afterwards

Review how you and your school district handled the situation and what lessons can be learned.