Mexico Public Schools
Comprehensive Communications Plan
2025-26 School Year

This communication plan is a framework for engaging district stakeholders. It is designed to serve as a working document that will be reviewed annually with a team representative of the district. The plan will be presented to the Board of Education by the superintendent.

STRATEGIC ALIGNMENT. The Mexico Public Schools Communications Plan is aligned to:

Continuous School Improvement Plan (CSIP), the following strategic governing priorities:

- ➔ Leadership
- ➔ Effective Learning & Teaching
- ➔ Standards, Curriculum, & Assessment
- ➔ Climate & Culture
- ➔ Data-based Decision Making

DESE's MSIP 6 goal L8 - The school system provides for two-way, reliable, and representative communication with all stakeholders.

A. The school system implements and annually reviews a communications plan that outlines multiple methods for two-way, reliable communication with all stakeholders.

B. The school system regularly communicates to all stakeholders the progress in attainment of the systems mission, vision, and goals.

Board Policy KB: The board directs the superintendent or designee to create a written communications plan that outlines multiple methods for two-way, reliable communication with all stakeholders. The superintendent or designee will review this plan on a regular basis and present it to the board.

National School Public Relations Rubric: Critical function areas:

- ➔ Comprehensive Professional Communications Program
- ➔ Internal Communications
- ➔ Parent/Family Communications
- ➔ Branding/Marketing Communications
- ➔ Crisis Communications
- ➔ Bond/Levy Communications

COMMUNICATIONS STRATEGY. Mexico Public Schools (MPS) will engage in communications that support the district's strategic plan by facilitating effective communication with internal and external stakeholders to maintain Mexico's high level of community support and involvement.

District communications are key to the school's accountability to students and the community by demonstrating to stakeholders that MPS is fulfilling its mission and meeting goals set forth by the Board of Education and the Department of Elementary and Secondary Education (DESE).

Mexico Public Schools is comprised of seven campus buildings, ~400 staff members, 28 administrators, ~2,350 students in pre-school through 12th grade, seven Board of Education members, and more than 5,000 households across the district. The community census data shows a City of Mexico population of 11,482.

BACKGROUND. The Mexico Public Schools is committed to open, transparent, and ongoing communication, essential for engaging and building relationships with our stakeholders and promoting a climate and culture of trust between the school district and its patrons.

The changing face of communications, especially the growth of digital options and social media, calls for ongoing evaluations of how best to reach school district stakeholders. This communications plan was designed to establish a comprehensive and integrated communications process for effective communication with all stakeholders.

This plan is a working document reviewed annually by the Communications Department and Superintendent. In all communications, the Board of Education and MPS administration strive to disseminate accurate and timely information about district policies, programs, procedures, achievements, decisions, and critical issues.

The current position of Director of Communications for the MPS facilitates communication practices with staff, students, parents, and the community. This employee is a member of the Missouri School Public Relations Association (MOSPRA) and ensures that District Communications are aligned with the National School Public Relations (NSPRA) Rubric of Suggested Practices. View the job description here.

Communications Program Mission

The mission of the Communications Program is to support MPS's journey with continuous improvement and excellence by promoting transparent and strategic communication, fostering parent and community connections, and extending our reach to hear the voices of all stakeholders to have a positive impact on MPS stakeholders. The program will present the school accurately to stakeholders while striving to eliminate rumors and misinformation, observe confidentiality, and other restrictions imposed by law and Board policy.

Belief Statements

- ➔ Communication is a primary function of leadership and a responsibility of all employees of the district.
- ➔ Transparency is providing context for the information provided and the decisions made. Transparency is not sharing every detail.
- ➔ Effective communication supports teaching and learning and increases student achievement.
- ➔ Well-informed employees and citizens are effective ambassadors for developing broad community support.
- ➔ Open, ongoing two-way communication is critical to maintaining public relationships.
- ➔ District communication strategies must reflect the District's mission and vision.
- ➔ Using various sources and strategies enhances the District's communication ability effectively and thoroughly.

Stakeholders

Mexico Public Schools will build and maintain positive relationships with

- ➔ all internal audiences.
- ➔ parents and students of the school district.
- ➔ external District stakeholder groups.

Internal

Teachers
Principals
Administrators
Administrative Assistants & Secretaries
Students
Paraprofessionals
Nurses
Counselors
Bus Drivers
Food Service Employees
Custodial & Maintenance Staff
Contracted Services Individuals
Parents as Teachers Educators
Social Workers
School Resource Officers
Board of Education

External

Community Leaders
Chamber of Commerce
Law Enforcement Agencies
Local Businesses
Civic Organizations
Religious Organizations
Home-school Parents
Senior Citizens
Media
Tax Payers
Retired Teachers
Alumni

Parents & Students

Parents
Students
PTO
Bulldog Booster Club
Highly motivated parents
Grandparents
Guardians
Prospective Parents

Communication Outlets

The district can more effectively provide consistent and unified messages by identifying and managing all communication avenues. A multifaceted approach to overall communications helps ensure a greater impact of messaging. The Communications Director *manages* district channels and *facilitates* building- or department-level communications through administrators and secretaries. Internal and external communication channels are as follows:

District Website
ParentSquare

Social Media
District Facebook Page
Classroom Pages/Groups
Athletic & Activity Pages
District Instagram @mexicodistrict59
Other District Instagram Accounts
District LinkedIN
YouTube

Internal Communications
ParentSquare
District Google Email
Bulldog Bulletin Staff eNewsletter
Board Brief Newsletter
Faculty & Staff Facebook Group
Superintendent Building Visits
District Administration Meetings
Google Drive Shared Documents
Staff Meetings
Building Drop-Ins
Admin Walk & Talks

Calendars
District Google Calendar
Building-level Calendars
Athletic/Activity Calendars

Texting
ParentSquare

Media Outlet Relationships
The Mexico Ledger Newspaper
Broadcast TV: KMIZ, KRCG, KOMU, KMIZ
Radio: KXEO/KWWR, KBIA

Apps
Infinite Campus Parent & Student Portals
ParentSquare & StudentSquare
-District, Athletic, Activity, & Classroom
SchoolCafe
BusRight
Peachjar

Phone Calls
ParentSquare
All district parents
All internal staff by building
Community & Media List

Email
Faculty & Staff Google Emails
ParentSquare
Infinite Campus Email Options
boe@mexico.k12.mo.us
communications@mexico.k12.mo.us

Interpersonal
Board of Education meetings
Board of Education work sessions
District Community Forums
Parent/Teacher Conferences
District Special Committee Meetings
Civic Organization Visits
Chamber of Commerce Meetings
Bright Futures
Partners for Employment & Education
Building-level Parent Events
Activities Dept & Extracurriculars
Bulldog Advertising Messages

Mexico School District Communication Channels

Please follow the infomation below to ensure consistent, equitable communications effort among all schools.
Consider communications should work from the inside out.

Message	*Internal Email*	*Internal Staff Newsletter*	*Parent/Guardian Email*	*Media Email*	*Text Message*	*Phone Call*	*Social Media*	*Parent Newsletter*	*Website*
Emergency Message	☑	☑	☑	☑	☑	☑	*Situational*	☑	☑
Student News (achievements, celebrations)		☑		☑			☑	☑	☑
Staff News (achievements, celebrations)		☑		☑			☑		☑
Announcement/Reminder		☑		☑	☑		☑	☑	
Student Lunch Balance			*System Auto-push*			*System Auto-push*			
Student Absence Notification			*System Auto-push*		*System Auto-push*	*System Auto-push*			
PTO Information	☑	☑	☑				☑	☑	☑
School Cancellation Message	☑		☑	☑					☑
Activities Cancellation Message	☑		☑	☑					
Community Partner Information	☑	☑	☑				☑		

COMMUNICATION SERVICES. The following services support the Mexico Public Schools Strategic Plan:

- ➔ Communications Mentoring/Training
- ➔ Internal and External Communications
- ➔ Community Engagement/Business Partners
- ➔ Crisis Communications
- ➔ Marketing
- ➔ Media Relations
- ➔ Multi-media Services
- ➔ Social Media Engagement
- ➔ Ballot Initiative Campaigns
- ➔ Publication Production and Design
- ➔ Recognition Events and Programs
- ➔ Event Planning
- ➔ Website Management
- ➔ Photography and Video Production
- ➔ Basic Graphic Design & Canva Management
- ➔ ADA & Accessibility Communications

When communicating with stakeholders, the following are the focus areas:

- ➔ Accuracy, quality, and timeliness when presenting facts with understandable and relatable word choice.
- ➔ Collaboration with all impacted staff members and/or external partners.
- ➔ Flexibility in adapting to ever-changing situations.
- ➔ Fairness in honoring, reflecting, and respecting diverse perspectives.
- ➔ Transparency *is* providing context for the information provided and the decisions made. Transparency *is not* sharing every detail.

TWO-WAY COMMUNICATIONS. The Mexico Public Schools is committed to providing accurate, professional, timely, and relevant information to our staff, parents/guardians, students, and community in productive two-way communication. Two-way communications foster stakeholder commitment, involvement, engagement, and support for student learning.

The district's goal is to be informative and transparent. We will utilize all available communication channels to build relationships, strengthen ties with the community, and keep stakeholders informed.

GOAL 1: BUILD AND MAINTAIN POSITIVE RELATIONSHIPS WITH ALL INTERNAL AUDIENCES.

Enhance the dissemination of timely, accurate, and important information to all relevant staff members.

- ➢ Send internal emails
  - Use communications@mexico.k12.mo.us
  - *Bulldog Bulletin* Staff newsletter
  - *Board Brief* newsletter
- ➢ Assist building-level leaders in providing timely info to staff, primarily in crisis situations
- ➢ Maintain staff information on the District website and in Google Drive
- ➢ Provide information through the ParentSquare communications system
- ➢ Assist with Infinite Campus district communications
- ➢ Offer and train staff on communications, such as PSQ & eNewsletters

Improve opportunities for two-way communication among staff and administration at the building and district levels.

- ➢ Invite administrators/board members to attend other building-level events
- ➢ Develop building-level communication plans to address internal communications
- ➢ Assist in setting up building-level or staff-level web pages and social media

Increase opportunities for professional and support staff morale.

- ➢ Assist or plan district-level events and special recognitions
- ➢ Highlight staff members, ex: Employee of the Month
- ➢ Recognize staff members for outstanding work outside of the classroom
- ➢ Recognize retiring staff members

Provide opportunities to solicit staff opinions of district and district-related issues.

- ➢ Facilitate school calendar creation with CO + CTA + staff survey feedback
- ➢ Provide a bi-annual internal communications survey
- ➢ Be present at faculty forums or meetings that solicit input
- ➢ Attend quarterly CTA Meetings
- ➢ Disseminate & analyze the DESE Culture & Climate Survey annually

Ensure opportunities for staff to receive training for communication tools.

- ➢ Provide professional staff and administrators with document templates and training
  - District Letterhead, Event Flyers, and graphics for social media posts
- ➢ Add key staff members as users of ParentSquare system
- ➢ Manage district Canva and Smore subscriptions

Increase opportunities to develop and maintain positive relationships with the School Resource Officer.

- ➢ Include the SRO in communication training and committees

Continue to develop a welcoming culture for parents and patrons.

- ➢ Be present at building-level and District-level informational sessions that support District Communications: Crisis training, Accessibility training, Social Media training, School Comms 101 training, Secretary meetings, Admin meetings, Cabinet meetings, Board meetings
- ➢ Provide ongoing training for front-line staff
    - Customer service and accessibility training

Provide opportunities for internal staff development in media and public relations.

- ➢ Provide key issue messages to all pertinent staff members
- ➢ Encourage staff to enlist in social media, newsletter, and email services
- ➢ Work with local media to incorporate staff voices

GOAL 1 MEASUREMENT

Internal Communications Survey Results
Climate & Culture Survey Results
Social Media - Internal Form for accounts
Focus Group Discussions
District Communications Tools Usage Data: Website, Social Media
ParentSquare Dashboard
Content Analysis

GOAL 2: BUILD AND MAINTAIN POSITIVE RELATIONSHIPS WITH PARENTS AND STUDENTS OF THE SCHOOL DISTRICT.

Enhance the dissemination of accurate and essential information to all district parents and guardians.

- ➢ Provide timely, accurate, and appropriate information during a crisis situation
- ➢ Work with local media to disseminate school district information
- ➢ Update and provide corresponding building information through ParentSquare
- ➢ Publish all Federal Education data for registration dates
- ➢ Provide school information through social media outlets
- ➢ Work with specific District programs to disseminate information (early childhood, Special Services, social-emotional, economically impoverished, transportation, food services)
- ➢ Provide updates to the District website

Increase and improve opportunities for two-way communication between parents and district administrators/staff.

- ➢ Assist building-level leaders with programs for recruiting and developing parent leadership
- ➢ Assist principals/administrators for effective open houses or other public forums
- ➢ Assist athletic directors with activities communication for students in Mexico Schools and St. Brendan's Catholic School
- ➢ Encourage administrators to develop communications with patrons
- ➢ Assist administrators in the use of social media communications
- ➢ Provide communications & handouts for parent learning opportunities on parent-teacher engagement nights
- ➢ Train staff and help parents with ParentSquare language translation options

Provide opportunities for parents to express their opinions on schools and school-related issues.

- ➢ Actively seek out parent leaders to serve as ambassadors for pertinent school issues
- ➢ Provide parent/community satisfaction surveys annually
- ➢ Provide a parent/student climate survey annually

GOAL 2 MEASUREMENT

Parent/Student Climate Survey Results
ParentSquare Dashboard
Social Media Insights
Content Analysis

GOAL 3: DEVELOP AND MAINTAIN POSITIVE RELATIONSHIPS WITH EXTERNAL DISTRICT STAKEHOLDERS THROUGH COMMUNICATIONS

Community leaders and civic organizations

- ➢ Invite faculty/staff members to participate with local organizations and share information
- ➢ Accept invitations to present school information at local civic groups
- ➢ Assist in grant opportunities for the district (A+ for Education, Webber Family)

Business community and the Chamber of Commerce

- ➢ Invite faculty/staff members to participate in Chamber committees/events
- ➢ Work with Chamber for the annual “Educator of the Year” award

Local law enforcement and fire department agencies

- ➢ Invite local agencies to be a part of regular communications/events/committees

Faith-based organizations

- ➢ Encourage volunteer involvement for teacher appreciation, student/staff needs
- ➢ Work with Student Services Director on school volunteer & Bright Futures

Real estate agencies

- ➢ Provide school maps
- ➢ Provide pertinent school information for new families moving into the area

GOAL 3 MEASUREMENT

Open Key Communicators Discussions
Feedback from employees involved in external organizations
Communications Survey data
ParentSquare Dashboard
Social Media Insights
Content Analysis

COMMUNICATION TIMELINES

Daily Communications (year-round)

- Monitor employee + communications email accounts
- Respond to calls, texts, or emails from school personnel
- Monitor the school district's social media accounts

Weekly Communications

- Mexico Public Schools Media Share, sent local media outlets via email
- *Bulldog Bulletin*, sent to internal staff, BOE
- *Mexico Minute* social media reel
- Website story
- MOSPRA SoloPros Zoom Calls
- Cupboard Meetings

Monthly Communications

- Board of Education Communications & Board Report
- Employee of the Month Communications
- Website updates, including front page video/photo uploads
- Attendance messaging
- Accessibility messaging
- Bond messaging
- Admin Walk & Talks
- Admin Meeting shares

JULY
Registration Information
Activities Sponsorships
Back-to-school Messaging
School Donations
Building Handbooks
School Supply Lists

AUGUST
Registration Information
Activities Sponsorships
Convocation Planning
Free & Reduced Lunch Info
Update annual website information
Back-to-school superintendent message
New Teacher Academy assistance

SEPTEMBER
MHS Homecoming
Tyronn Lue Day of Service
Activities Sponsorships
Auto-calls for meal accounts/attendance
Employees of the Month Begins
Directory Information Reminders
Staff Directory Updates
Staff Appreciation Planning

OCTOBER
School App Reminders
School Calendar Comms & Surveys
Winter Activities Partnerships

NOVEMBER
Inclement Weather Messaging
APR messaging
Chamber Educator of the Year
MOSPRA Fall Conference

DECEMBER
Climate & Culture Surveys
School Board Filing

JANUARY
Inclement Weather Reminders
School Calendar messaging
Comprehensive Communications Plan

FEBRUARY
Election messaging
Summer School messaging

MARCH
Spring Break
MOSPRA/MASA Spring Conference
Graduation

APRIL
State Testing
Summer School prep

MAY
Summer School Lists in IC
EOY celebrations/Graduation

ASSESSMENT & ACCOUNTABILITY

Website. Analytics will collect valuable data that tells us what visitors are searching for and what popular items stand out.

Mass Communication System. The district's mass communications system, ParentSquare, provides open rates and bounce trends. This data can be used to improve and troubleshoot district communications. ParentSquare sends messages to parents via text, email, app notification, and phone call.

Social Media. The district currently uses a Facebook account. Buildings, activities, and some classrooms also use Facebook. District activities and some school-based organizations use Twitter and Instagram to promote the school. These platforms provide tools to track and provide insights relating to social media management.

Surveys. The district utilizes stakeholder surveys to collect performance data to gauge communication efforts. The district offers annual climate and culture surveys as part of the MSIP6 process. Additionally, a bi-annual formal communication survey may be considered. Calendar surveys and other requested surveys are sent from the communications office.

Content Analysis. CA is the application of systematic procedures for objectively determining what is being reported to the media. Press clippings and broadcast monitor reports, all available from commercial services, have long been used as the basis for content analysis. They indicate only what is being printed or broadcast, not what is read or heard, and they do not measure if the audience has learned or believed the message content. For example, a content analysis of newspaper clippings provides a useful measure of what messages are being placed in the media but does not indicate a relationship or impact.

Community Forum/Open House. The district may hold an open house or community forum to collect stakeholder insight. Results from the evening will be recorded, as well as stakeholder attendance and contact information.

Word of Mouth. Data is also collected and shared from conversations with stakeholders. Too often, parents acquire school information from unofficial sources, not the school or district's communications vehicles. Based upon results from the 2016 Speak Up surveys, 36% of parents say they learn about school information primarily by word of mouth, with less than 24% identifying school or district websites as the source of their knowledge about school performance in particular.

APPENDICES & RESOURCES

Mexico Public Schools Communications Channels
Director of Communications Job Description

Media Expectations

Mexico Public Schools strives to maintain positive and productive relationships with media partners. The District defines "media" as those organizations that have a consistent publication date/time, an established audience of subscribers/viewers, and who operate with sound journalistic and news/information gathering practices.

Local media receive priority because public schools are made possible by local tax dollars. Regional and national media will be addressed as needed.

The following guidelines will help our media partners obtain the desired information, footage, and interviews:

- Media must receive clearance from the Communications Office before arriving on campus during the school day. Communications staff will assist in scheduling all media requests with District leaders.
- Media representatives should check in at the front office immediately upon arriving on school property.
- Requests for interviews and footage are expedited more efficiently if inquiries include details about the information you require, the individuals you wish to speak with, and any footage you are hoping to capture.

All inquiries and requests should be submitted through the Communications office at communications@mexico.k12.mo.us.

Social Media Responses

Social media is a space where we can encourage respectful discourse and set an example of what good communication looks like for our community and students. If we feel a response is necessary, the following can be considered:

- "We expect respectful discourse here, even when people disagree. We work to set a positive example for our students and ask our community to do the same."
- "Let's keep this space focused on supporting our students. We welcome respectful dialogue, but personal attacks and off-topic political debates don't belong in this conversation. Thanks for helping us keep this a positive and supportive space for our community."

- "We are committed to addressing challenges and improving education every day. We choose to focus our energy on constructive conversations and generally do not engage with troll accounts that post harassment."
- "Let's please keep this comment thread focused on our students and their learning. This isn't the appropriate place for personal disputes or accusations. If you have concerns you'd like to report, you need to do by contacting us via email at communications@mexico.k12.mo.us or by calling Central Office at 573-581-3773.

Attached:

- Guide to Responding Online
- Mini Crisis Comms Plan for Online Attacks

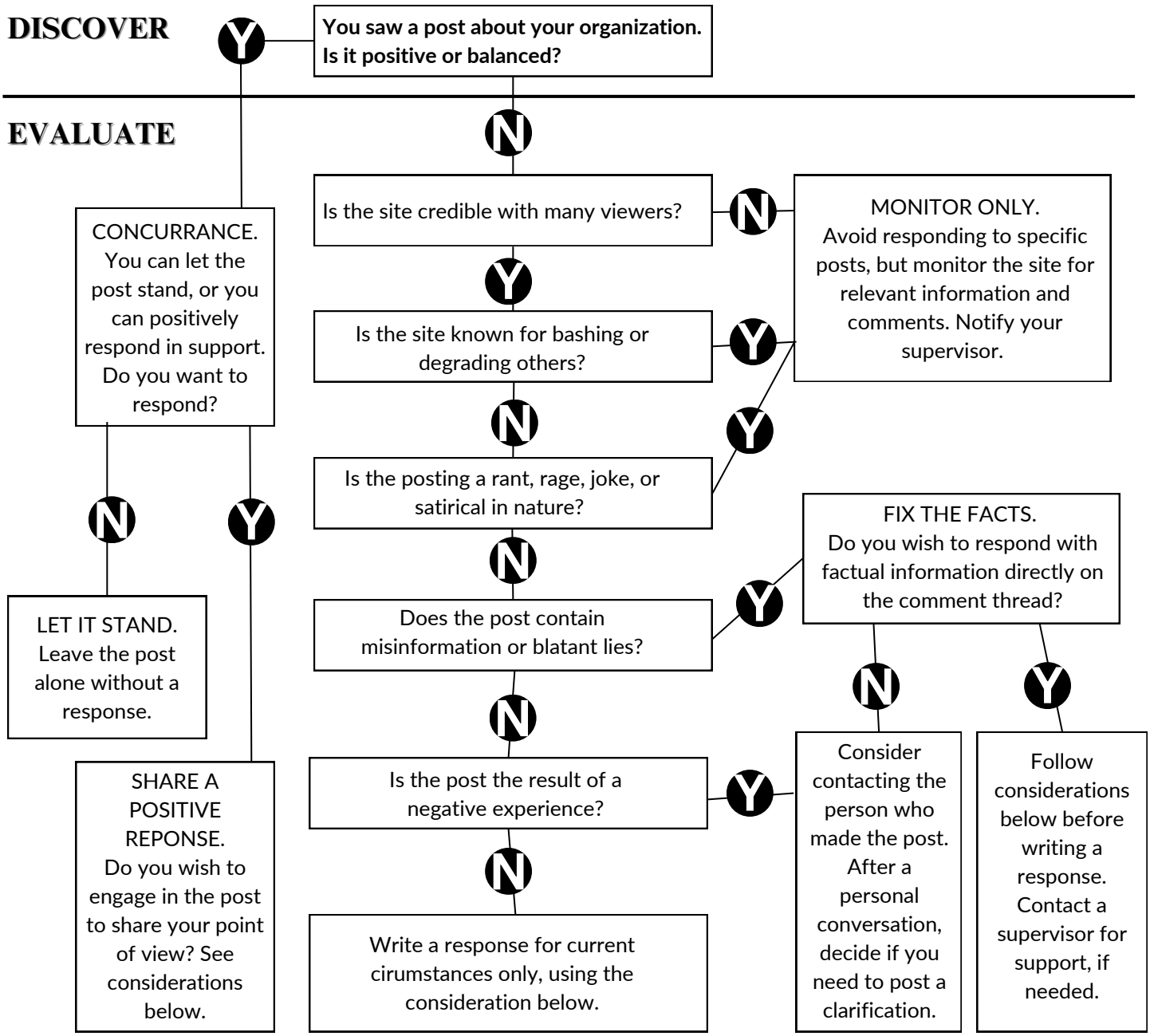
MEXICO PUBLIC SCHOOLS: COMMUNICATION MATRIX

District stakeholders (students, staff, parents, and community members) should use the matrix below to address questions and concerns, beginning at level one. If a resolution is not achieved, it is appropriate to move to the next level. This process is in alignment with school board policy KL: Public Concerns and Complaints.

Area of Concern	1	2	3	4	5
Academics *(Curriculum, Instruction, Assessment, Grading, Tiered Support Services)*	Teacher	Principal or Assistant Principal	Assistant Superintendent	Superintendent	Board of Education
Activities & Athletics	Coach/Sponsor	Activities Director	Principal or Assistant Principal	Superintendent or Asst Superintendent	Board of Education
Communications	Teacher	Principal or Assistant Principal	Director of Communications	Superintendent or Asst Superintendent	Board of Education
Facilities & Operations *(Buildings, Maintenance, Food Service, Transportation, Safety/Security)*	Principal or Supervisor	Transportation, Maintenance, Custodial Supervisor/Director	Superintendent	Superintendent	Board of Education
Human Resources	Principal or Supervisor	Director of Human Resources	Superintendent	Superintendent	Board of Education
Special Education	Teacher	Principal or Assistant Principal	Director of Special Services	Superintendent or Asst Superintendent	Board of Education
Student Services *Discipline, Guidance, Social/Emotional Learning*	Teacher or School Counselor	Principal or Assistant Principal	Director of Student Services	Superintendent or Asst Superintendent	Board of Education
General Concerns	Teacher	Principal or Assistant Principal	District-level Director	Superintendent or Asst Superintendent	Board of Education

GUIDE TO RESPONDING ONLINE

Seeing negative or false comments about a business or organization is frustrating, but responding with another comment isn't always the answer. Follow the guide to see how to best (and respectfully) represent your organization.



BEFORE YOU RESPOND

If you see a post about your organization that could create a mass concern, or if you have questions about any online comment situation, contact your supervisor FIRST. In all cases,

- Be transparent by stating your connection to the organization.
- Cit your sources by using hyperlinks, video, images, or other references.
- Take your time to think through your response. Don't rush! (Maybe even wait 24 hours to see how you feel!)
- Respond in a tone that reflects the professionalism, empathy, and mission of your organization.
- Give thought to the most effective type of response. Don't debate an issue or get into a negative conversation online.
- If appropriate, contact the commenter privately for a resolution and follow up online with an update or apology.

Mini Comms Crisis Plan: Social Media

Is this a *crisis?*

Not every online complaint is a crisis.

A post about a board member, staff member, or student gains traction (shares, comments, local group chatter).

The post includes false information or personally attacks an employee or board member.

It's starting to impact morale, community trust, or disrupt learning (calls/emails to the school, local media interest, staff anxiety, etc.).

Roles & Responsibilities

Superintendent	Serves as lead decision-maker. Confers with communications director and possibly board president. Determines if/when to respond publicly.
Communications Director	Monitors the situation, drafts messaging, coordinates response timeline, and advises on tone and accuracy. Screenshots and documents online activity. Locks down social posts/pages, if needed.
Board President	Contacts targeted board member to offer support, ensures other board members do not comment publicly, reinforces unified message.
Targeted Individual	Does not engage publicly. Communicates privately with board president or superintendent about any threats, emotional impact, or misinformation.
Building/Dept Leaders	Keep internal staff informed if the issue affects morale or rumors are circulating. Redirect questions to the superintendent's office
Legal Counsel, if needed	Advises if posts cross lines into defamation, harassment, or threats. Double-checks any messaging.

Key Principles

One voice: Only the superintendent or designee speaks publicly for the district.

Facts first, feelings next: Start with what's true, then acknowledge emotions and community concern.

No **engagement:** Staff and board members do not comment on or share posts, even to defend.

Private support, public calm: Handle reassurance and care internally; model professionalism externally.

After-action reflection: Debrief the response: what worked, what could improve, what can be prevented next time.

Step-by-Step Response Flow

Step 1: Discovery

The communications director or administrator identifies the post.
Capture screenshots, date/time, and context.
Quickly notify the superintendent and communications lead.

Step 2: Assessment (Within 1–2 Hours)

Determine scope: Is it spreading? Is misinformation involved?
Decide: Monitor only or Respond publicly?
If media outlets or elected officials are tagging the district, escalate immediately.

Step 3: Internal Coordination (Within 4 Hours)

Superintendent and comms director meet or call the board president.
You may need to communicate internally (e.g., to principals or central office staff): "*You may see posts about [topic]. Please avoid engaging online and direct any questions to [comms contact].*"
A statement may not be needed. But, if so, prepare a short factual statement:
"We are aware of concerns circulating on social media. Our district is reviewing the situation and will provide accurate information through official channels."
Notify the targeted individual privately and offer support. Possibly get a sub or cover duties.

Step 4: Response (Within 6–12 Hours)

If misinformation is spreading, post a calm, factual correction on the district page, not a debate.
If the issue is more opinion-based or emotional, direct people to appropriate channels:
"We encourage community members to share feedback directly through [email/contact form] so we can respond appropriately."
If a staff member or board member is personally attacked, do not mention names publicly. Keep the response focused on values: respect, empathy, and professionalism.

Step 5: Support and Follow-up (Next 24–48 Hours)

Check in with the targeted individual...yes, again.
Monitor ongoing conversations and tone.
If tension lingers, plan a proactive post or newsletter item emphasizing district values, communication channels, or the positive work being done.