



FIVE SOCIAL MEDIA TIPS

IN TIMES OF CRISIS

These are extraordinary times for students, families and educators. Social media can be tricky; it's more important than ever to be professional and positive.



1

KEEP IT POSITIVE

It can be tempting to use social media to complain and vent. Don't. Comments about colleagues, community members, parents or students that may be negative in tone can be misconstrued or taken out of context.



2

BE SENSITIVE

Many families are struggling. Seeing educators complain about how we are working or changes to our planned time off could be insulting to some and create resentment.



3

USE HUMOR CAREFULLY

People handle stress differently. Humor can be a way to relieve stress, but it can also come off as offensive or insensitive.



4

FACT-CHECK

Misinformation is everywhere. Take extra precautions when posting, especially on education issues. Know your employer's policies. Check out [NYSUT.org/Coronavirus](https://www.nysut.org/coronavirus).



5

BE A GOOD DIGITAL CITIZEN

Be respectful. Protect student privacy. These are difficult times for everyone, consider other perspectives before posting.