

“This book is a treasure chest of resources for those looking to begin or enhance the use of social media tools in their school communities for communication and learning. . . . Social media has changed our world. Isn’t it about time we harnessed its amazing power to change our schools?”

—Patrick Larkin, principal, Burlington High School, Massachusetts

Social media holds potential benefits for schools reaching out to our communities, preparing our teachers, and connecting with our kids. In this short text, the authors examine how enterprising K–8 schools are using social media tools to provide customized professional development for teachers. They explore the marketing and communications value of developing a social-networking presence and examine the kinds of school and district practices necessary for supporting successful school-based social media efforts.

As part of the Essentials for Principals Series, the book explains several ways that administrators can use social media spaces to communicate with staff, students, parents, alumni, and other stakeholders. The authors focus on how administrators can structure practical, meaningful, and engaging professional development sessions on social media. The book further explores the kinds of core behaviors that can help to ensure the responsible use of social media in schools, and the epilogue focuses on the future of social media in education.

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A Joint Publication of Solution Tree and the National Association of Elementary School Principals

Benefits for K–8 principals and administrators:

- Offers practical solutions for implementing social media tools into communication and professional development plans
- Uses straightforward language to describe each digital tool
- Provides helpful examples and reproducibles



William M. Ferriter—@plugusin on Twitter—is a sixth-grade teacher in a professional learning community near Raleigh, North Carolina. A National Board Certified Teacher, Bill has designed professional development courses for educators nationwide. His trainings include how to use blogs, wikis, and podcasts in the classroom; the role of iTunes in teaching and learning; and the power of digital moviemaking. Visit <http://bit.ly/temperedradical> for more information about Bill.



Jason T. Ramsden—@raventech on Twitter—is the chief technology officer for Ravenscroft School in Raleigh, North Carolina. He has taught and coached in independent middle and high schools since 1991, has been involved in admissions and school communications, and has been an advocate for using instructional technology to help improve teaching and learning. Visit jasonramsden.com for more information about Jason.



Eric C. Sheninger—@NMHS_Principal on Twitter—is the principal at New Milford High School in Bergen County, New Jersey. He is passionate about establishing and fostering learning environments that are student centered, collaborative, flexible, and capable of preparing all learners to succeed in the 21st century. He firmly believes that effective communication, listening, support, shared decision making, and the integration of technology are essential elements necessary for the transformation of school cultures. Visit ericsheninger.com for more information about Eric.

Chapters

- 1 Using Social Media Tools to Enhance School Communication Plans
- 2 Using Social Media Tools to Enhance Professional Development
- 3 Developing Professionally Responsible Social Media Practices

Epilogue: The Future of Social Media in Education

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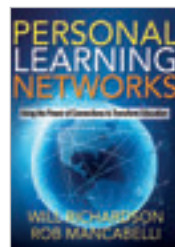
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