



Social Media for School Leaders: A Comprehensive Guide to Getting the Most Out of Facebook, Twitter, and Other Essential Web Tools

Brian Dixon

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How to create an effective social media strategy for a school or district

School leaders may be familiar with social media in their own lives, but many still need help in effectively using social media in their professional practice. In this book, Brian Dixon, an expert in social media in education, offers detailed descriptions of the best online tools available today and provides step-by-step instructions for using them to move a school community from awareness to advocacy and from feedback to collaboration.

- Offers school leaders everything they need to implement social media throughout their campus and their communities
- Contains expert advice for creating a sustainable social engagement strategy
- Features screenshots and examples from schools and individuals who are using social media to the best effect

This important resource can help savvy school leaders shift their leadership strategy from communicating to connecting.

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