

■ Are you Communicating through Social Media?

Your Stakeholders are Listening...

Many schools are taking advantage of social media tools to engage and inform students and parents—and why not? Social media is an intrinsic part of our students' lives and quickly being welcomed by many adults, such as parents. Where does your district stand? Explore the concept of social media and dig deep with a few specific tools in an informative and fun day of training. Tools like Twitter, Facebook and YouTube hold great possibilities for schools, but their use can cause some pitfalls. This session will review the options, the successes and examine the challenges as we look at social media from the administrator, educator and community perspective.

Session # 33978

Fee: \$70

Date & Time: Friday, April 23, 2010
9 a.m. - 4 p.m.

Location: ESC Region 12
2101 W. Loop 340
Waco

Presenters:

Richie Escovedo,
Director of Communications, Mansfield ISD

Terry Morawski,
Assistant Superintendent, Mansfield ISD

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