

# SCHOOL WEBMASTERS

## Social Media Platforms



**Facebook** is perhaps the most-widely used social networking site, with 71% of online adults using it to keep in touch with family, friends, and colleagues. The ability to create a business page on FB makes it a unique tool for those who want to spread an awareness of their brand, and your school is no exception! At a minimum, all schools should have a Facebook page.



**Twitter** is a great way to get messages and information to parents and students quickly and in 140 characters or less. Not only is Twitter an especially popular way for students to connect with one another, administrators and teachers have made Twitter a real place for professional development, engaging in chats and sharing resources with educators all around the world.



**Pinterest** is a great way to visually communicate with your community, literally showing them who you are and what you have to offer. Share online resources, favorite art projects and recipes, exciting classroom experiments, and photos that bring your followers right into the classroom. Followers can re-pin your images, making it extremely effective in getting the word out about your school.



**Instagram** is all about photo sharing. It's a mobile-based platform, meaning you post photos straight from an app on your phone or tablet, not a desktop computer. It's your go-to photo-sharing platform when you're on-the-go! Remember, a picture is worth a thousand words. With Instagram, you can do more than just tell followers how great your school is – you can show them!



**LinkedIn** is less about communicating with students and parents and more about communicating with other educators. When it comes time for your school to recruit employees, LinkedIn is the place to be. What's more, this platform allows you to connect with other professionals and build up a personal learning network which whom you can learn, share, and grow.



**Blogging** is an extremely effective way to communicate with your parents and community while also letting them “see” the humanity of you and your position within the school. Blogging regularly will not only help your communication, but it will also help your school's ranking on search engines, making it easier for people to find you. We can even help you create a blogging page for your website that you can update as often as you want!