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The book is entitled Communicating & Connecting With Social Media: Essentials for Principals and will be available from Solution Tree on May 19, 2011 Using Twitter to Build Your School's Brand The good news is that open-communication practices in a social media world don't have to be intimidating.

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 schools are using social media tools to provide customised professional development for teachers.

Essentials for Principals: Communicating & Connecting with Social Media By William M. Ferriter, Jason T. Ramsden and Eric C. Sheninger This book was selected as a finalist for the 2012 AEP Awards' Distinguished Achievement Awards in the Community Building and Parental Involvement category.

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In this short text, the authors examine how enterprising schools are using social media tools to provide customized professional development for teachers and to transform communication practices with staff, students, parents, and other stakeholders. See other books in the Essentials for Principals series.

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