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The Innovative School Leaders Guide to Social Media: recruit students, engage parents, and share your school's story

Dr. Brian J. Dixon

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Our world has changed. In an age of Facebook and Twitter, your school community expects more than just open houses and photocopied newsletters. They want frequent updates, they want to give their feedback, they expect to be part of a collaborative community. This guide will show you the basics of many of today’s most popular social media tools to help you engage your target audience, communicate the mission and vision of your school, serve as another resource in your student recruitment strategy, and inspire business and community involvement.

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