



School Leader's Guide to Social Media, The

Ronald Williamson, Howard Johnston

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Social media has exploded onto American culture — including our schools — giving educators a unique opportunity to shape this phenomenon into a powerful tool for improving educational leadership practices.

With real-world examples and practical tips, this essential guide shows school leaders how to address both the potential benefits and common concerns presented by social media. It is written in a clear, reader-friendly format, and covers important topics, including:

- Responding to student safety issues, such as cyberbullying and sexting
- Improving school management, communication, and professional growth
- Instructional innovation
- Twenty-first century learning
- Preparing for future social media trends

This is a must-have resource for school leaders who want to stay current and provide the best possible educational environment for learning in the 21st century.

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