



# Why Social Media Matters: School Communication in the Digital Age

*Kitty Porterfield, Meg Carnes*

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Why is it so critical that school leaders embrace social media? And when you're ready to start, what's the best first step? Here's everything you need to know to begin building a social media platform that nurtures relationships and garners support from your key stakeholders, including step-by-step instructions on how to use three of today's most popular tools for social media: Twitter, Facebook, and blogs.

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