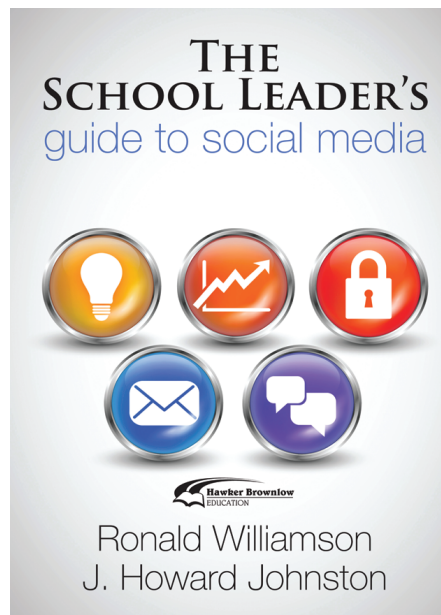


The School Leader's Guide to Social Media

Author(s): Ronald Williamson, J. Howard Johnston

Date 25 March 2013
Available:
ISBN: 978 1 74330 602 4
Code: EYE6024
RRP: \$43.95
Format: 180x250mm, 254 pages
Age Group: Professional Development
Learning Area: Technology
Category: Leadership



Summary:

Social media has exploded in our 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.

Related Resources:

- *Teaching Digital Natives (CO5920)*
- *From Digital Natives to Digital Wisdom (CO3801)*
- *Who Owns the Learning? (SOT4099)*
- *Empowering Students With Technology (CO5050)*
- *Web Literacy for Educators (CO1144)*

**Hawker Brownlow**
EDUCATION
PO Box 580
Moorabbin VIC 3189
Tel: +61 3 8558 2444
Fax: +61 3 8558 2400
Web: www.hbe.com.au
Email: orders@hbe.com.au