

# ASK A PRINCIPAL

## “How Does Your School or District Use Social Media?”

In the fall, we asked AWSP members on Facebook, “What are some positive ways your school or district is using social media?” Here are some of the great responses we received:

“ We are focusing on a number of things but a new one this year is recognizing our staff culture warrior. Each faculty meeting, a description of the new winner is read by the past winner. The traveling Meridian HS bobblehead then stays in their room for two weeks. We do the same for classified staff. A picture of the recipient and bobblehead is posted on our district social media pages with a brief summary of what was read in the meeting. #CultureWarrior”



**Derek Forbes**

*Principal and CTE Director, Meridian High, Meridian SD*

“ We have Facebook and Twitter linked. Social media has served as a communication tool to inform families and community, but its main purpose is to provide a glimpse into learning in our classrooms. It started with a way to kick off our work with STEM and showcase STEM learning. It has expanded to highlight curriculum and priorities for learning in classrooms. Social media has also connected extended families and friends that live a distance away and cannot be at concerts, events, and activities. In addition, social media celebrates achievements and learning.”

**Tammy Jones**

*Principal, Riverview Elementary, Snohomish SD*

“ Social media is a great way to share the story of your school. If the school isn't telling the story, then a few people who might not be happy with the school are creating the story. I love how thoughtfully our school shares the work of our amazing students! If it weren't for social media, families might not be aware of all the thoughtful ways our staff are elevating our students.”

**Shari Walsh**

*Assistant Principal, Fairhaven Middle, Bellingham PS*

“ We use Twitter and Facebook to share our story. We learned to be intentional about this from @Joe\_Sanfelippo. If we don't share our story, no one else will. Our teachers take turns celebrating stories and successes from their classrooms (each department selects a month to publish Facebook posts). We have also integrated YouUplift.com to incorporate and spread positive messages from staff and students through our school website and social media platforms.”



**Brendan Johnson**

*Principal, Asotin Senior High, Asotin-Anatone SD*

“ I've done lots of things in my five years as a principal for our school Facebook site. I'm always trying to think of new ways to engage our community. We've done:

- Countdown to School,
- High Five with Mrs. Hollinger (a weekly news style video with students),
- Alumni (sharing the successes our former students have had in life),
- High school alumni (spotlighting students who went to our elementary school and now attend the local high school),
- Fun Fact Friday (where we share a fun/interesting fact about a staff member),
- Throwback Thursday (where we share a baby picture of a staff member and the first to answer wins a spirit wear prize),
- And this year I'm doing Social Emotional Sunday where we are showcasing the SEL learning happening in morning meetings.

But, more than anything, the posts are always positive and focused on our amazing students, staff, and community!”

**Stephanie Hollinger**

*Principal, Evergreen Forest Elementary, North Thurston PS*