



SCHOOL ADMINISTRATOR

Written by Superintendents for Superintendents
NOVEMBER EDITORIAL HIGHLIGHTS

HOT TOPICS: THE QUANDARY OF SOCIAL MEDIA; PLUS BUILDING SCHOOL CULTURE

Social media spreads information and misinformation to the world with the push of a button. This blessing and curse is a frequent challenge for superintendents. How can they mitigate the risks associated with social media and harness the benefits of digital communication?

Take advantage of a timely topic and [contact Kathy Sveen](#) today.

> ***Social Media, Friend or Foe: Maximizing the Benefits of Social Media.*** Practical advice for school district leaders on social media action plans that can work for students, staff and families.

> ***The Effects of Social Media on Student Mental Health.*** An expert on mental health promotes taking technology “away for the day” to positively impact student mental health and academic success.

> ***Building a School of Acceptance and Equity.*** Cultivating positive beliefs and values within an urban school took a principal whose belief in every student transformed the culture.

> ***Leader ‘Always Actions’ Grow a Great Culture to Work and Learn.*** Insights on ways to bolster wounded relationships.

> ***School Board Meetings: How the Superintendent Can Prepare for Controversial Issues.*** How can policies guide decisions and help leaders navigate change.

Plus, Legal Brief, Board-Savvy Superintendent and humor columns.

PRINT AD SPACE CLOSURES: Sept. 9

DIGITAL AD SPACE CLOSURES: Oct. 15

Contact Kathy Sveen TODAY at ksveen@smithbucklin.com. She can create a program to stretch your budget and meet your specific needs. **Ask her about new offers, advertorial, digital and e-Marketing opportunities!**