

# NJSBA

Presents:



Wednesday, March 3, 2010  
12-12:30 p.m.

## Social Media 101

Spend your lunch break with NJSBA! Our new series of lunchtime webinars, Learn@Lunch, makes learning convenient. Watch the webinars live from your desk or replay the recorded webinar later, on-demand. The first in the series is Social Media 101.

### Featured Presenters:

Chris Brown, *Superintendent, West Genesee School District, NY*

Erik Endress, *Director, Association & Business Development, NJSBA*

Superintendent, Chris Brown is making news by using Twitter to keep the West Genesee School district informed. Learn how to get your school district up and running on Twitter and some best practices for using it to your advantage.

Are you one of the 300 million people using Facebook to keep up with your friends or to keep tabs on your kids? Your school district may be able to benefit from a Facebook presence too. Find out if a fan page is the right channel for your district; learn how to build an engaging fan page; and discover ways of integrating your Facebook fan page into your existing communication channels.

