We live in a time when technology is advancing at a remarkable rate, and a time when most of our news comes to us on the screens of our laptops, tablets, and smartphones. With the rise of digital communications, more and more educators are turning to platforms such as Facebook, Twitter, Instagram, and Pinterest to connect with colleagues, grow their networks, and share their voices. As the #RedForEd movement has shown us, social media can serve as a powerful advocacy tool, spreading critical messages across the world in a matter of seconds.

In this session, participants will learn the fundamentals of social media and how to leverage it as a tool for educator engagement.

**PRESENTER(s):**
Dorothy Vu, Sr. Communications Specialist, NEA Center for Great Public Schools
Amy Jordan, Sr. Multimedia Specialist, NEA Center for Communications

**INTENDED AUDIENCE:**
NEA affiliate leaders, staff, members and partners. All interested parties are welcome. You are encouraged to forward this invite to your partners, leaders and other team members.

**FACILITATOR:**
Jessica Brinkley, NEA Sr. Program/Policy Analyst

Questions? Contact Jessica Brinkley at jdbrinkley@nea.org.
For more ESP professional development opportunities visit www.nea.org/esppd.