

Introducing Stakeholders to Twitter

Yes, Even New Milford High School Is Tweeting!

By now, you've probably heard of the popular social-networking service Twitter (www.twitter.com), right? After all, every celebrity from Oprah to Ellen—and every business from Southwest Airlines to Denny's—seems to have an account!

I'd love for you to give Twitter a chance, too, because I'm planning on using it to increase communication with the New Milford High School community! You see, Twitter makes it easy for me to *instantaneously* disseminate useful information—testing dates, progress report schedules, scores from athletic events, emergency closings, links to valuable online resources for parents and students, and more. I can even post photos and videos of NMHS happenings from my cell phone, allowing us to celebrate the successes of our teachers and our students more frequently than ever before.

The best part is the messages shared in our school's Twitter stream are short and available to you in a bunch of different ways. For most parents and students, visiting our school's Twitter page (www.twitter.com/NewMilfordHS) will probably be the best option.

If you're already using Twitter to communicate with friends, family, or colleagues—or if you're willing to create a free Twitter account to experiment with—you can follow our updates automatically by searching for @NewMilfordHS from your Twitter homepage. You can even have our messages delivered automatically to your cell phone as text messages!

And if you're up for an adventure, you can follow the messages that I share in my professional Twitter account (www.twitter.com/NMHS_Principal), but be forewarned that I tweet excessively about education and partake in chats with educators from all over the world on ways to increase student achievement!

I'm really proud of what we're doing here at New Milford High School. Our teachers and students are some of the best in the state, and I'm thankful for the support of our community. Twitter makes it possible for me to easily share our successes and to keep you up to date on what we're doing. We're excited about this communication tool and already using it on a regular basis—so I hope you'll consider giving us a look.

Regards,

Eric Sheninger

Principal, New Milford High School