



The Long Island School Public Relations Association invites you to be our guest at a very special seminar:

Using Social Media Tools and Technology to Promote Your School District

Presented by Evelyn McCormack
Social Media Expert and Director of Communications, Southern Westchester BOCES

October 6, 2010

Western Suffolk BOCES Conference Room

507 Deer Park Road Dix Hills, NY 11746 (631) 549-4900

8:30 - 9:00
9:00 - 10:30

Registration and continental breakfast
**Public Schools and Social Media:
Why Should My School District Use Facebook?**

This seminar is intended for Superintendents, Board of Education members and school district public relations professionals.

10:30 - 11:45

Insider Tips and Tricks for Social Media

This workshop is intended for school district public relations professionals and Webmasters.



- Facebook (created 2004) has more than 500 million active users, 250M log on daily
- 100,000 FB users are age 64+; 310,000 between ages 45-63
- 300,000 businesses now have FB fan pages
- 25M new users every month; people spend more than 700 billion minutes per month on FB



- LinkedIn (created 2003) has more than 60 million members;
- with an astounding 33% holding a graduate degree, compared to the Internet average of 21%
- 24 million unique U.S. visitors in December 2009



- Twitter (launched 2006) has 7 million accounts; 1179 tweets per second
- How many tweets? <<http://popacular.com/gigatweet/>>20,940,000,000 00
- More than 250 school districts in NYS use Twitter feeds



- YouTube (launched 2005) exceeds 2 billion views a day
- YouTube has nearly double the prime-time audience of all three U.S. major networks combined



Please respond by September 18, 2010 to: seminar@lispra.org with the following information:

Name _____

E-mail _____

School District _____

Position _____