

# Effective Use of Social Media



## SUPERINTENDENT SUCCESS

Culture is Strategy: Strategic planning without a commitment to culuture is nothing more than futile.

At the end of the workday, it should always have been about helping kids thrive. Everything else is just noise.

Leadership 101: It's not about you. Selfless...concerned more about the needs and wishes of others than one's own.

No significant learning can occur without significant relationships. - Dr. James Comer



Today, around seven-in-ten Americans use social media to connect with one another, engage with news content, share information and entertain themselves. Rockwood Superintendent Dr. Knost uses social media to shape the district's narrative and connect with the community in this digital age.

Dr. Eric D Knost

TWEETS	FOLLOWING	FOLLOWERS	LIKES
4,524	417	9,944	5,648

Tweets   Tweets & replies   Media

If we create environments where kids and adults are made to feel extraordinary, then extraordinary results will occur.

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