

SOCIAL MEDIA @ AACPS

Accomplishment related to Value #1, Indicator #4



Anne Arundel County Public Schools launched its social media presence in 2012 with system-wide Facebook and Twitter accounts. In 2014, Twitter accounts were implemented in all schools.

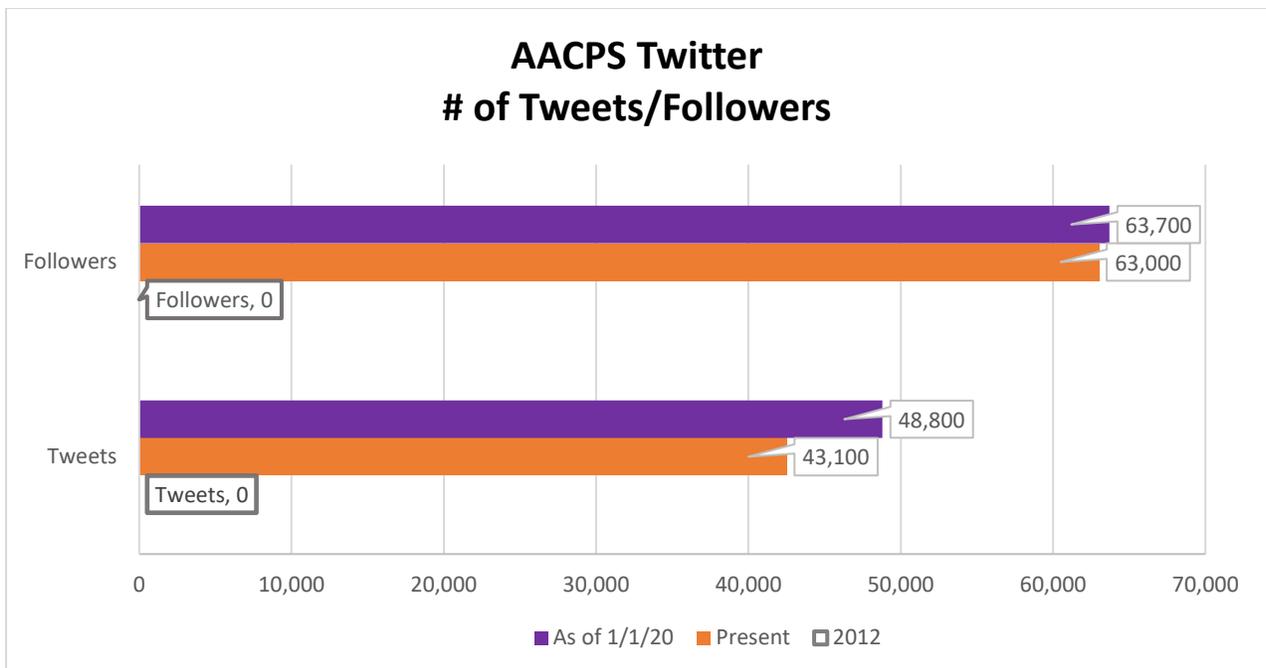
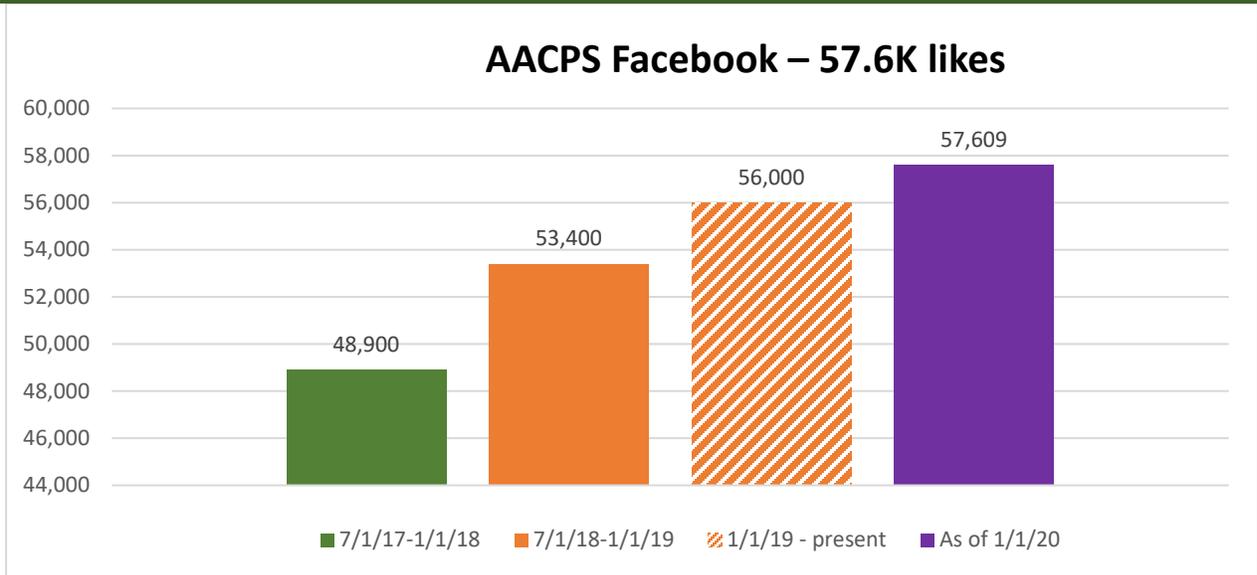
At the outset of AACPS's social media efforts, the intent was to reach a broad audience in communicating system-wide information about school delays, closing, emergency, and other important news. Eventually, our communications efforts concentrated on utilizing the positive power of social media messaging. Over time, we have harnessed our social media focus to tell the stories of student and staff stories, successes, and accomplishments at individual schools as well as the AACPS school system as a whole.

In the years since these main social media vehicles were launched, many departments and offices, particularly in the academic content areas, have created Twitter pages to advance communications in specific areas of learning. Staff is also utilizing social media to engage in free professional development, and to collaborate with colleagues locally and nationally.

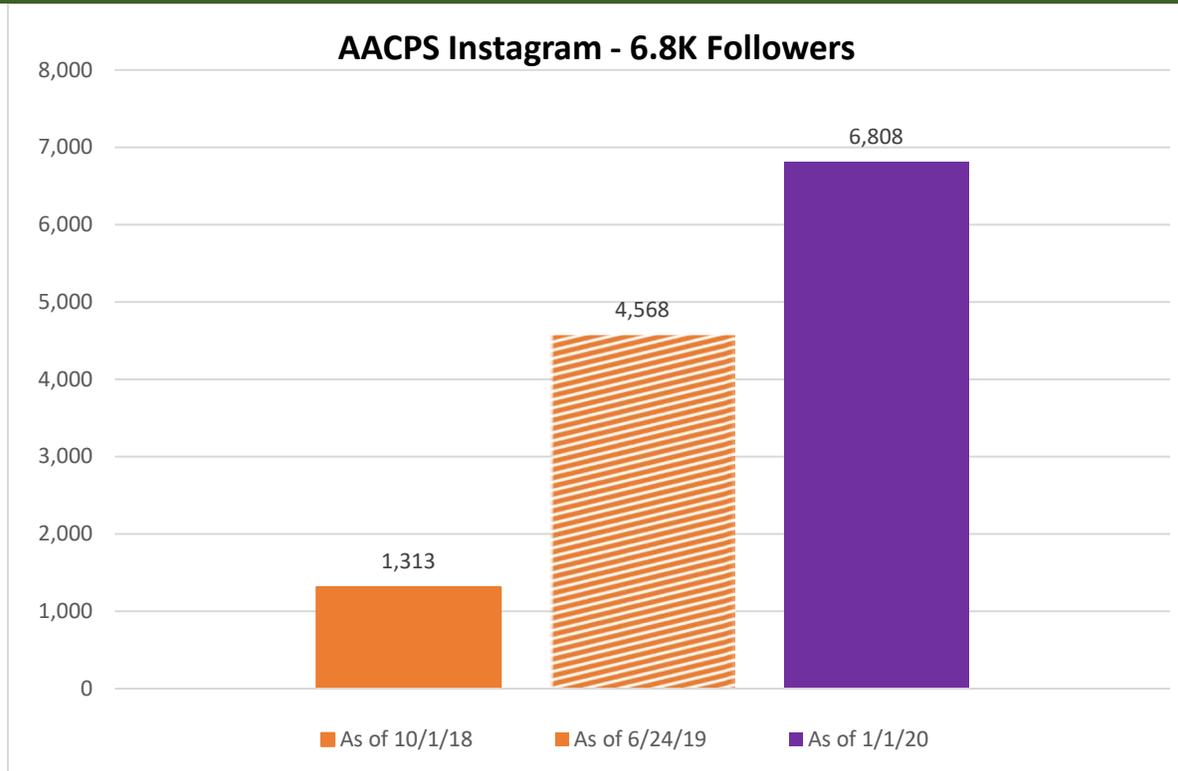
At the outset of the 2018-2019 school year, AACPS added Instagram to its communications portfolio. The variety of approaches allows our school system to interface with parents, students, and community members via familiar and comfortable platforms.

Today, our social media presence continues to grow significantly, communicating the stories, achievements and successes of our school system to a wide-reaching audience with increasing participation by the public.

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Posted 1/29/20