



Digital Leadership: Changing Paradigms for Changing Times

Eric C. Sheninger

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Move leadership into the digital age

Digital leadership is a strategic mindset and set of behaviors that leverages resources to create a meaningful, transparent, and engaging school culture. It takes into account recent changes such as ubiquitous connectivity, open-source technology, mobile devices, and personalization to dramatically shift how schools have been run and structured for over a century. Leading in education becomes exponentially powerful when using technology to your advantage.

Eric Sheninger—"Principal Twitter"—shares his Pillars of Digital Leadership to help readers

- Transform school culture by initiating sustainable change
- Use free social media tools to improve communication, enhance public relations, and create a positive brand presence
- Integrate digital tools into the classroom to increase student engagement and achievement
- Facilitate professional learning and access new opportunities and resources

The time is now, whether you are a building level or teacher leader, to boldly move schools forward in the digital age.

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