Data from the Pew Research Center show that 83 percent of adults 18–29 use social media (http://pewinternet.org/Commentary/2012/March/Pew-Internet-Social-Networking-full-detail.aspx). The numbers resemble a growing trend—the overwhelming majority of our parents are online. Does this paradigm shift require educators to re-think how they reach out to their school communities? I believe it does.

One step teachers and principals can make is to augment print communications with a digital mode. Currently, many principals and teachers send home a printed newsletter with school news and upcoming events. Instead of just using a print newsletter, consider creating a school blog too. Principals can post all school communication to parents, which can be update in real time. Teachers too can use blogs as an effective way to electronically post homework, provide additional information, and encourage anytime, anywhere learning.

There are many free blog services available to anyone with an email address. However, to help you navigate through it all, three selected sites that are easy and user-friendly are below. As always, I am available to visit your school to help you and your teachers implement education technology.