



The Power of Branding: Telling Your School's Story (Corwin Connected Educators Series)

Tony Sinanis, Joseph M. Sanfelippo

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Turn a spotlight on what's great about your school!

Inform, engage, and support your school community with this step-by-step guide in the Connected Educators Series. Begin exploring the benefits of branding and create an action plan for sharing the excellent things unfolding in your classroom, school, or district. Includes concrete suggestions and in-depth case studies that will help you:

- Artfully create a brand name, symbol or design
- Share great events using blogs and more
- Empower all stakeholders, including students
- Teach digital citizenship K-12

Use this all-inclusive guide to start sharing just how special your school is!

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