

Dr. Marta Pérez, Vice Chair

SUBJECT: FACEBOOK AND OTHER SOCIAL NETWORKING SERVICES

**COMMITTEE: INSTRUCTIONAL EXCELLENCE AND COMMUNITY
ENGAGEMENT**

**LINK TO DISTRICT
STRATEGIC PLAN: IMPROVE STAKEHOLDER SATISFACTION**

Facebook is a highly effective communications tool that businesses and public entities use increasingly to make information accessible to their stakeholders. Internet networks are valuable tools for the younger segments of the population. Some municipal governments use Facebook to disperse information efficiently and inexpensively.

Miami-Dade County Public Schools may wish to look at how others use this Internet tool and explore the possibilities of our District creating a presence on a social network, particularly Facebook. This may enable the District to contact large numbers of stakeholders with vital information.

This item proposes that the district conduct a feasibility study on our use of Facebook and/or other Internet networks to help disseminate information. The report should include information on how other governments use Facebook and on whether or not this would be a viable tool for the District to use. This report should be completed by the October board meeting.

**ACTION PROPOSED BY
DR. MARTA PÉREZ:**

That The School Board of Miami-Dade County, Florida, direct the Superintendent to conduct a feasibility study on creating a presence for the School District on Facebook and/or other social networks. The report should be presented to the Board by the October board meeting.