



School District 2
Providing Quality Education



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School District 2 Launches Facebook Site and Twitter Account

School District 2 is pursuing every available means to communicate with the public by taking advantage of social media to interact with parents and community. The District has launched an official Facebook page linked to Twitter to send out messages, information, event notifications, pictures and videos. “Facebook and Twitter are great ways to get information about our District and Schools into our community’s hands quickly”, said Karen Branscombe. These free and easy tools are an addition to the many other communication avenues that our District and Schools use to communicate.

“These 21st century tools fit one of our main goals of increasing the level of traffic to our already busy District website.” said Aubrey Kirkpatrick, Director of Finance, Administration and Communications. With more than 250 million Facebook users it is clear that this social media is a perfect communication avenue to reach out to our partners in education. The fastest growing demographic is those 35 and older contrary to the belief that it is just a networking site for the teen set. “We know that conversations are happening online about our children, their community and our schools and the district wants to join in and foster that conversation via this site” Kirkpatrick stated.

Become a “Fan” of District 2 by going to Facebook and searching “School District 2 NB”.

