



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

*Tony Sinanis, Joseph M. Sanfelippo*

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This volume guides you step-by-step through the process of using tech-based tools to inform, engage, and support your school community. Explore the benefits of branding and create an action plan for sharing the excellent things unfolding in your classroom, school, or district. Concrete suggestions and in-depth case studies 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

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