



Book Review Sponsored by the Texas K-12 CTO Council Digital Leadership by Eric Sheninger

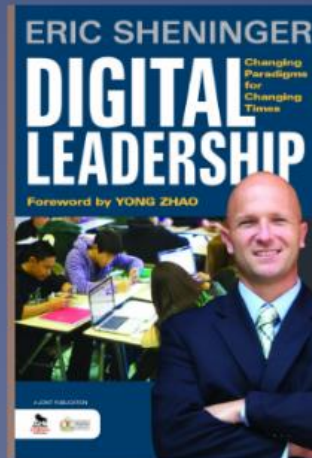
Serving as the chairperson of the Professional Learning subcommittee for the Texas K-12 CTO Council, Frankie Jackson is coordinating a book review on Eric Sheninger's Digital Leadership. On **March 23, 2017** she facilitated the chapters 6 and 7. Council members from around the state, as well as our Technology Services' leadership team are participating in the book review. This is all in an effort to grow into the very best digital leaders possible! This week's book study review covered chapters 6 and 7.



DIGITAL LEADERSHIP

Book Study
Spring 2017

Professional Learning Subcommittee



Check This Out ... ↓

- What is Digital Leadership?
"Digital Leadership is about building the capacity to create a solid foundation for positive public relations using social media that complements communication efforts."



- Favorite message in chapter 6 – "If we don't tell our story, someone else will. More often than not, the story that is told is negative and ignores the great things that are happening."
- What is Branding? – "A Brand is a distinctive sum experience people have with a particular product or service."

Chapter 6 – Public Relations Chapter 7 - Branding