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# MONMOUTH BEACH SCHOOL

7 Hastings Place, Monmouth Beach, NJ 07750-1199 • Phone (732) 222-6139 • Fax (732) 222-2395

Michael E. Ettore, Superintendent  
Joshua DeSantis, Assistant Principal  
Linda Considine, Business Administrator

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Dear MBS Families,

As we all know, the world of social media enables people to stay connected through a wide variety of sources. These forms of technology also allow information to be shared in a timely and exciting fashion. In an effort to expand our district's lines of communication, I have worked with Mr. Zweerner to open a Facebook page and Twitter account that will be dedicated to sharing news, information and photos when appropriate about the many exciting events that take place at our school during the year.

In order to ensure that the Facebook page is being used to share appropriate information, certain security settings have been put in place to prevent public interaction from occurring. So in short, the administrative staff at MBS will not be accepting "friend requests" or responding to comments made by members of the public who "like" the content that is posted on the MBS Facebook page. The intent of the MBS Facebook page will be to provide the MBS community and the public at large with an opportunity to learn more about the special events during the year as well as the various accomplishments that our staff and students work so hard to achieve.

The Twitter account will enable me to share "snapshot" pieces of information along with pictures, when appropriate, that will result in the kind of "in the moment" responses that Twitter users are able to provide. I encourage you to follow me on Twitter where my address is **@MBS\_Ettore**. In terms of Facebook, you will be able to find us by typing "Monmouth Beach" in the search bar and then clicking on the school logo, which will bring you to our page.

This new undertaking will hopefully result in our school receiving more recognition and acknowledgment for the great things that our staff and students achieve on a regular basis. At the same time, I have no doubt that this will also prove to be a learning experience for us. As we make our way through our first year of expanding our social media efforts, we will be sure to share more information related to changes that need to be made along the way.

Thank you in advance for your continued support and I look forward to staying connected with all of you through the use of social media.

Respectfully,

Michael E. Ettore  
Principal/Superintendent