



- Resource Guide -

Self-Promotion: Using Technology

1. **Digital Newsletters:** Create a newsletter that can be uploaded to your website, sent through email, or shared on social media. Try out [SMORE](#) or [Canva](#).
2. **Google Classrooms:** Create a counseling Google Classroom that will allow you to share videos, documents, post surveys, and so much more. Parents and students can be invited to your classroom. Here are easy to follow [directions](#) to set up your own classroom.
3. **Google Forms:** The forms can be used as a way to request a counselor, needs assessments, surveys, or data tracking. They can be easily shared and come with a built in spreadsheet for data analysis and documentation. Here's an [example](#).
4. **Social Media:** This can be a useful platform to share information if handled correctly. Take a look at this [article](#) about ethically assisting students via social media.
5. **Counselor Blogs:** This can be a great way to share insight, advice, and stories that students and parents can relate to which can pave the way for open dialogue. Take a look at the [TEEN TRUTH: News and Insight page](#) to see examples of simple, effective blogs.