



## News Release

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CONTACT: William Diepenbrock

PHONE: 909-206-5304

# Baldwin Park Unified Connects with Community via Facebook Page

Social media page launches on July 17

**BALDWIN PARK** – Baldwin Park Unified launches an official [Facebook page](#) today, adding a new channel to strengthen communications with local families and community members.

The page will provide up-to-date news about Baldwin Park Unified's innovative academic program, student support services and full calendar of school activities.

The page will work in concert with the District's website, its innovative mobile application, email news distribution and quarterly printed newsletters to keep the community informed about the latest Baldwin Park Unified news and accomplishments, including its acclaimed dual-language immersion program, classroom technology expansion and growing science, technology, engineering and math (STEM) curriculum offerings.

"Baldwin Park Unified recognizes the prevalence of online communication tools in our community," Superintendent Dr. Froilan N. Mendoza. "In 2016, this drove our development of a mobile app that allowed the public to access our latest news and receive school text updates. Now, in 2017, we are embracing social media as another tool for ensuring families and community members have access to the most timely information possible."

For example, the social media page includes details about the District's recent summer enrichment program for elementary school students and a college admissions partnership with the University of La Verne.

Access Baldwin Park Unified's Facebook page at [www.facebook.com/BaldwinParkUSD/](http://www.facebook.com/BaldwinParkUSD/).

### PHOTO

**BPUSD\_Facebook\_1:** Baldwin Park Unified is launching an official Facebook page, adding a new channel to strengthen communications with local families and community members.

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