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Mounds View, Stillwater school districts compete for highest number of Facebook fans

Rivalry aims to boost communication

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Mounds View and Stillwater school districts are taking their rivalry to the Web.

The two districts are having a Facebook Fan Page Face-Off this month. The district that gets the most new fans on the social-networking site wins. And the losing superintendent has to wear the other district's spirit wear for a day, with pictures posted on both districts' Facebook pages as proof.

Stillwater and Mounds View decided the friendly competition could help both districts increase communication with residents, families and alumni, said Colin Sokolowski, spokesman for Mounds View schools. Fans can go to Facebook to read about school news, look at photos and videos, get updates on activities and provide feedback on school issues.

Thursday was the first day of the competition. Sokolowski said both districts each had close to 200 new fans on Facebook as of Thursday afternoon.

"That alone is mission accomplished," Sokolowski

said. "It's just another extension of communicating with your community."

Stillwater Superintendent Keith Ryskoski told residents in his weekly column that he hopes the Pony faithful show up in record numbers to show their love for Stillwater schools.

"I confess, Mounds View green and Irondale maroon are not the best colors for me," Ryskoski wrote. "But whatever the outcome of the contest, the main objective for both districts is to connect with our communities, engage in conversation and enhance communication."

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