**Maksym Pavlenko. Creating a positive image of schools using Internet technology.**

The school is an open social system, which cooperates with various public institutions and provides a specific list of educational services. Schools should use Internet technology for the development of a positive image to occupy a prominent place in the country's education system.

To create a positive image of the school is necessary to supplement the list of actions aimed at creating the image in the Internet. Almost every event that takes place within the school can be broadcast by means of Internet Technologies (article in blogs, video recording, photo gallery, information on the school's website, distribution of media in social networks).

It is necessary to improve the school's official website. New version of the site in English, add feedback capabilities (forums, guest books, send an e-mail with the form of site survey). Thanks to Internet technology, each resident of the district, which has access to the Internet can receive and impart information, to enter into communication with the other party sharing network relying on feedback. Now, the Internet user can play the role of passive consumer of information, and to participate in shaping the content of image for the school.

Personal blogs are often used to form the image of the school. The head of the school is to form the image of the school is directed. In the blog manager should be placed keynote speeches, comments on topical issues of education, news about the work schedule and photo school. Readers of the blog should be given the opportunity to leave comments and ask questions.

The study analyzed the city of Berdyansk school’s pages in the social network Facebook. In it there are only five of the 17 secondary schools of the city. It should be noted that the number of people who have subscribed to the page of 2270 people (0.02% of the population). The findings suggest that the city of Berdyansk schools are trying to form a positive image, but this is not enough work effectively.

Spend a content analysis of a YouTube video resource.  
Selected 100 of the most popular video-clips about the Berdyansk schools  
The results showed that 47% of the clips form a neutral attitude (various events), 36% – form a positive attitude towards the image of the city schools (awarding the winners of contests and competitions, participation in international grants, etc.) and only 17% – form a negative attitude (poor service delivery, crime, etc.).

The image formation of schools using Internet technology should be directed to the positioning schools as modern institutions that have a high information potential in the field of education, culture and leisure activities for children.