

Beth Matthey, MSN, RN, NCSN of Wilmington, Delaware, is the President of the National Association of School Nurses. She is a school nurse in the Brandywine School District working with high school students and students with special needs. She developed an interest in social marketing through her work with high school students creating and promoting a successful anti-tobacco campaign. Beth has presented nationally on technology including sessions on *Sexting & Cyberbullying* and *Using Mobile Apps in the School Nurses Office*. She also serves as a Twitter mentor for NASN members.