

CMSBC Communications Subcommittee Meeting 2.27.20
Ripley, Room 4

Attendees:

Heather Bout, Chair

Pat Nelson

Julie Luduc, Hill International

Ms. Bout called the meeting to order at 9:15am.

There were no public comments.

The committee discussed a process for creating social media strategy.

- Confirmed need volunteers to create short bits of content and manage posting.
- Looked at New Rockland Elementary School Facebook page as example

The committee discussed next steps:

1. Coordinate with Town Information Officer to create Facebook, Twitter, Instagram accounts
2. Get approval from SBC to create Facebook, Twitter, Instagram page
3. Assign volunteer to manage, have SBC appoint them
4. Write the stories/ content
5. Post stories, events, etc.
6. Update regularly

The committee discussed other strategies to implement town-wide communications:

- Mailers
- Building Project Updates as posters around town and electronically
 - On easel in central locations at critical times
- Binders at library, COA, Newbury Court, Concord Park
 - With table and easel?

The committee discussed volunteer jobs:

- Social media planning and posting
 - Summarize content into bite-size snippets, headlines
- Manage binders (creation and updates)
- Manage mailings
- Poster hanging
- Writing history
- Create FAQ section

The committee discussed the process for posting information to the website. They decided that all Subcommittee Chairs or presenters should send any presentations or documents for posting to Erin Higgins.

Motion to adjourn by Pat Nelson. Seconded by Heather Bout. Vote was unanimous. The committee adjourned at 10:18am.

APPROVED