

## **Communications Committee Meeting**

Thursday, March 21, 2019 9:00 AM

Central Office Conference Room, 24 School Road, Weston, CT 06883-1623

**I. Communications Calendar/Schedule Review**

**II. District Social Media Update**

**III. Metrics on Most Recent Communications**

**IV. Other Business**

**V. Review of Minutes**

**Communications Committee Meeting**

January 10, 2019 9:00 AM  
Central Office Conference Room

**Attendance Taken at 9:00 AM:**

Present Board Members:

Sara Spaulding  
Gina Albert  
Ruby Hedge

**1. Update on District Social Media**

Discussion:

Dr. Tunks reviewed the estimated timeline for the District social media rollout and indicated that we were on track for where we would like to be. Currently, the District is using Twitter and Instagram as means of communication.

Dr. Tunks will be meeting with the administration of all schools to review how these accounts work with Hootsuite and how to post items.

**2. Metrics on Most Recent Communications**

Discussion:

Dr. Tunks reviewed the usage of social media and District emails. Twitter and Instagram are used for good news and to create a brand and to be able to be one consistent voice. Whoever writes for the District, needs to do so that it reads like one singular voice.

Through Hootsuite we can set the calendar to send specific posts at certain dates/times.

**3. School Start/End Time Survey Update**

Discussion:

Dr. Tunks is still reviewing the School Start & End Time survey, and will be updating the Board at a future meeting.

**4. Discussion of Role and Purpose of Communications Committee**

Discussion:

The purpose of the Communications Committee evolves to serve the needs of the District, Superintendent and administration. Ms. Albert would like as an agenda item the protocol for how all schools are communicating with parents and that we are using the platform(s) consistently throughout the District.

**5. Review of Minutes**

Discussion:

The minutes from the October 11, 2018 meeting were approved.

**6. Other Business**

Discussion:

There being no other business, the meeting was adjourned at 10:16 A.M.

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Chairperson

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Superintendent