

A meeting of the Communications Committee was held on Monday, May 8, 2023, in the Board of Education Conference Room, 47 Main Street, Ellington, CT.

The meeting was called to order at 5:01 p.m. by Jennifer Mullin.

PRESENT Jennifer Mullin, Chair, Marcia Kupferschmid, Angela Moser

ALSO PRESENT Tracey Deptula, Assistant to the Superintendent

AGENDA ITEMS

Social Media Update

The committee reviewed the analytics from the past 90 days for the newsletter, Facebook and Instagram. The use of stories and consistency of posts have contributed to maintaining an increased reach and engagement. Chair Mullin shared that encouraging followers to share the content posted will assist in increasing the number of followers and post reach.

Communications Corner

Chair Mullin set a release date of June 21, 2023, for the final Communications Corner of the 22-23 year. The committee discussed the layout of the June Edition as well as adding additional segments to the current layout. You can view the last newsletter here: [Spring Edition](#).

ADJOURNMENT

MOTION

First: A. Moser

Second: M. Kupferschmid

To adjourn the meeting of the Communications Committee (5:17 p.m.)

Motion carried unanimously.

