

4.4.2

Communications Committee Meeting Minutes

January 11, 2018

Attendees: Elizabeth Raum, Jaclyn Savolainen, Laura Schulkind, Joe Phelan, Steve Jensen

Facebook

Steve has started looking into what other school districts are doing regarding social media policy and disclaimers. NYSBA recommends not relying upon policy but using a disclaimer (placed on a side bar for easy viewing). The reasoning being that school districts have policies regarding bullying, code of conduct, etc. and that those policies pertain to the use of social media formats. Also, NYSBA's point about policy is that if it doesn't require Board action, you don't need it. Steve and Joe will go ahead with writing a disclaimer for our page and we can decide at a later date if a policy is indeed needed.

Steve has contacted various Tech Directors in our county regarding constructing a Facebook page and they recommend using a business page that allows for designated administrators (those who can monitor comments and create postings) and this allows for online/offline construction. Steve will create a sidebar for our disclaimer and guidelines of use, which will also link to the specific policies. Our FB page will not allow guests to make initial postings, a guest can comment on a post but only administrators can make posts. We also reserve the right to delete comments in our disclaimer.

Steve Dickens has been extremely helpful and generous with his time for the Dannon/CLS playground campaign in demonstrating how to use Hootsuite, which is a social media management platform that integrates your Twitter, Facebook, Instagram, etc. and prebuilds marketing campaigns.

Follow-up questions for FB:

Do we have anything that covers libel?

Does the Code of Conduct cover outsiders commenting on posts?

Can we call out particular people for good stuff (we cannot do that at Board Meetings)?

Budget Newsletter

Joe checked with Ed Davenport regarding the journalism class helping with design and that's not going to work, so Steve has started building the basic format. Both Whitney and Steve will attend an InDesign Training. FYI, printers no longer accept PDF files. Joe will start working on the letter from the Board.

Outreach for Long Range Planning

Joe will reach out to Claudia Cooley, Rhinebeck Chamber of Commerce, to discuss maximizing our relationship with businesses in our village and marketing our school district. Jaclyn is meeting with Mary Beth Cale. Laura did meet with new family, the recruiter they used has been laid off but still has some leads, will pursue.

Next meeting: February 8, 2018

Respectfully submitted: Elizabeth Raum