

PUTNAM BOARD OF EDUCATION

Communications Committee Minutes Tuesday, March 16, 2021 Board of Education Conference Room 8

The Putnam Board of Education’s Communications Committee met on Tuesday, March 16, 2021 at 6:30 P.M. in Board of Education Conference Room 8.

Committee Members Present: Carrie Blackmar, Marianne Viens, Jill Zangerl

Others Present: Daniel P. Sullivan, III

The meeting was called to order at 6:30 P.M.

1. Review of Current Campaigns and Social Media Sites

The committee discussed their current Instagram, Facebook, and school website. It was questioned if there was a Putnam Public Schools’ Twitter account. When discussing Facebook, the committee questioned if their posting has dropped and if there should be more photos posted to the page. When discussing the district website, the committee questioned if it was easy to read, accessible, and if emails were easy to find.

2. Discuss ways to Regain Communications Momentum Stalled by the Current Pandemic

The committee discussed if they should keep the billboard campaign since it has received positive reviews. They also discussed highlighting plays, music, and chorus, along with sports. Another topic of discussion was having the same name for all the social media sites (Putnam Public Schools vs. Putnamctschools). Other topics included: making the posts more “fun again,” making a Twitter account, and having a day where students can post (supervised). There was also discussion about having all Board of Education members’ emails to be accessible again.

Carrie Blackmar made a motion to adjourn at 6:50 P.M. The motion was seconded by Jill Zangerl and passed unanimously.

Respectfully submitted,

Marianne Viens
Committee Chair