

**Brookline Community Aging Network (BrooklineCAN)
Communications Committee Minutes May 13, 2015**

Carol Caro (presiding), Bea Mikulecky, John Seay, Elenore Parker, Matt Weiss, Ruth Seidman (recording)

1. Newsletter.

-Articles were assigned for the June issue, due May 20.
-It was noted that the issue after this will be, as in previous years, one July-August Summer issue, to appear by the first of July.

2. Recommended Policy for Promoting Events and Activities.

We discussed and edited the policy that was drafted by our committee members. The revised statement will be brought to the May 20 Steering Committee meeting. Carol is unable to attend, so John Seay will present the statement.

3. Help for Elenore with Media Follow Up.

Once a press release has been sent out, it is important to follow up with the media sources to ensure that our publicity does not get lost in the plethora of email that people receive. It's also good to remind people of our existence. Carol noted that the policy statement we have been working on (#2 above) mentions that media relations (that is, Elenore) can request support from the originating committee for the follow-up.

4. Budget Requests for the Coming Year.

The committee will have \$500 for next year's expenses. Printing expenses are not part of this budget line.

5. Website Update.

-There was a small spike in usage on April 30 when the e-version of the newsletter was distributed.

-John and Ruth announced that Upcoming Events, listed on the top page, is now a new section of the web site. Previously this material was found under Education, which is being kept current, as well as a section under Culture, which was not being kept current. We were including some events such as films under Education. Now it will be more coherent, more visible to the user, and will be easier to keep current.

6. Social Media.

Matt announced that we now have over 500 Twitter followers and that Facebook traffic is picking up.

NEXT MEETING: Wednesday, June 10, 2015, 2:00 pm