Communications Update

March 2020
DESE Communications

- Department priority
- Improvements
  - Weekly email content & aesthetic
  - Talking points
  - Stakeholder feedback & collaboration
DESE Social Media

Facebook.com/MOEducation

Twitter.com/MOEducation

YouTube.com/MODEptofEducation
Media Relations

- Prepare & practice
- Don’t make it up
- Tell your story & use examples
- Avoid “no comment”
- Build relationships
Contact Us

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