

# Proactive communication: Telling your district's story effectively

**Chris Horan**

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@chrishorancomm  
#MASCMASS22

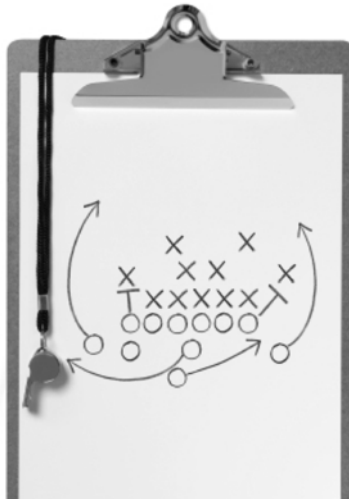


HORAN  
communications



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Effective communication requires strong  
**OFFENSE** and **DEFENSE.**



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### **Proactive Communication Strategies**

- 1** Engage your team in communications planning.
- 2**
- 3**
- 4**
- 5**
- 6**
- 7**

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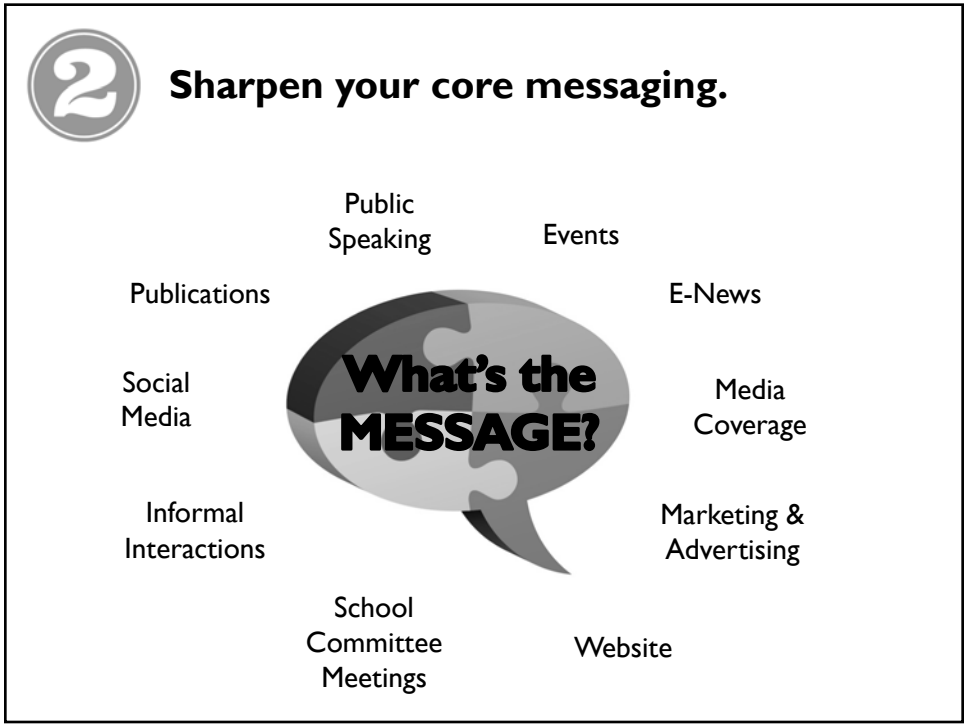


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- 4 Broaden your reach beyond families and staff.
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- 4 Broaden your reach beyond families and staff.
- 5 Leverage local media in various ways.
- 6
- 7

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### 5 Leverage local media in various ways.



#### News pages

*Outreach to editors / producers through...*

- News releases
- Statements
- Media advisories (for events)
- Informal pitches

#### Opinion pages

- Letters to the editor
- Guest columns / op-eds

#### Paid advertising

- Print
- Online

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- 5 Leverage local media in various ways.
- 6 Transform your website into a dynamic communications hub.
- 7

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## 6 Transform your website into a dynamic communications hub.

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- 7 Take a more strategic approach to social media.

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### 7 Take a more strategic approach to social media.



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<h3>Seven Strategies for Improving Proactive Communication</h3>		<b>1</b> Engage your team in communications planning.
<b>2</b> Sharpen your core messaging.	<b>3</b> Build communications capacity at all levels of the district.	<b>4</b> Broaden your reach beyond families and staff.
<b>5</b> Leverage local media in various ways.	<b>6</b> Transform your website into a dynamic communications hub.	<b>7</b> Take a more strategic approach to social media.

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# Questions?

**Chris Horan**

617-852-1340

chris@horancommunications.com



@chrishorancomm

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