

Instructions for Fall Outreach Materials

Please follow these steps to implement the campaign in your community and let us know how you shared each item:

Social media: Please ask whoever manages your town's social media accounts to share or retweet the linked Facebook and Twitter posts. The more places you can share this, the better. If you are interested in doing multiple posts on the topic, see our additional suggested social media posts, useful hashtags, and graphics.

Flyer: Distribute through email blasts, hard copies, handouts at summer events, and posting at the Town Hall, Library, DPW, or other high-traffic facility.

Important: Let us know if you shared or retweeted the social media pieces, and on which accounts and when. In addition, let us know about some outreach metrics such as number of copies passed out, number of emails opened, or simply any anecdotal feedback received. We are responsible to keep notes on your distribution and have them ready for annual report time.

Thanks, and please let us know if you have any questions, comments or suggestions related to this regional outreach campaign. Any questions about the outreach messages should be directed to Nancy Fyler (781-575-0354 x307) or Patrick Hogan (781-575-0354 x304).