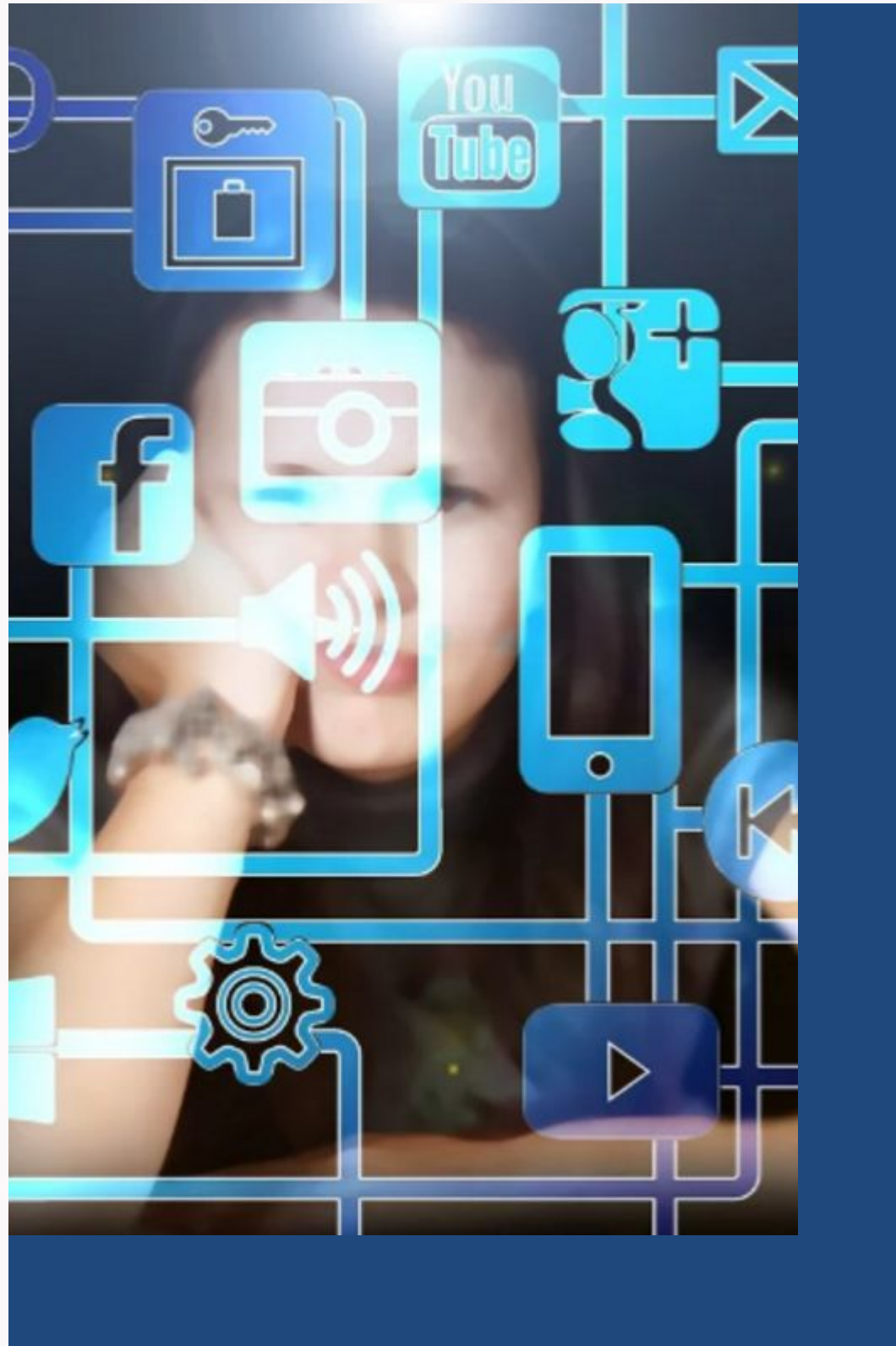


WHAT'S NEXT?



Sandy Johnston



Tell Your Story

Digital Marketing Plan



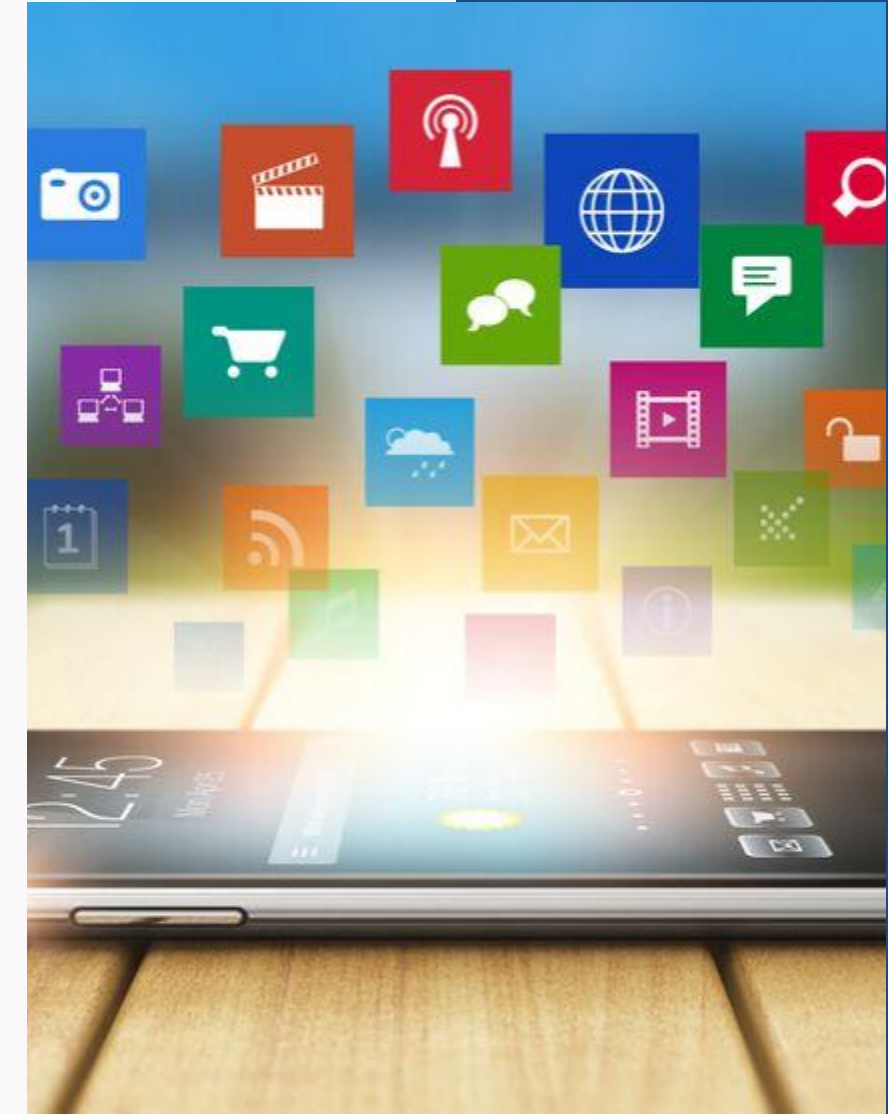
Especially in the
digital age,
people want
everything now,
now, now -Mark Waid

CREATIVITY IS INTELLIGENCE HAVING FUN!

- ALBERT EINSTEIN



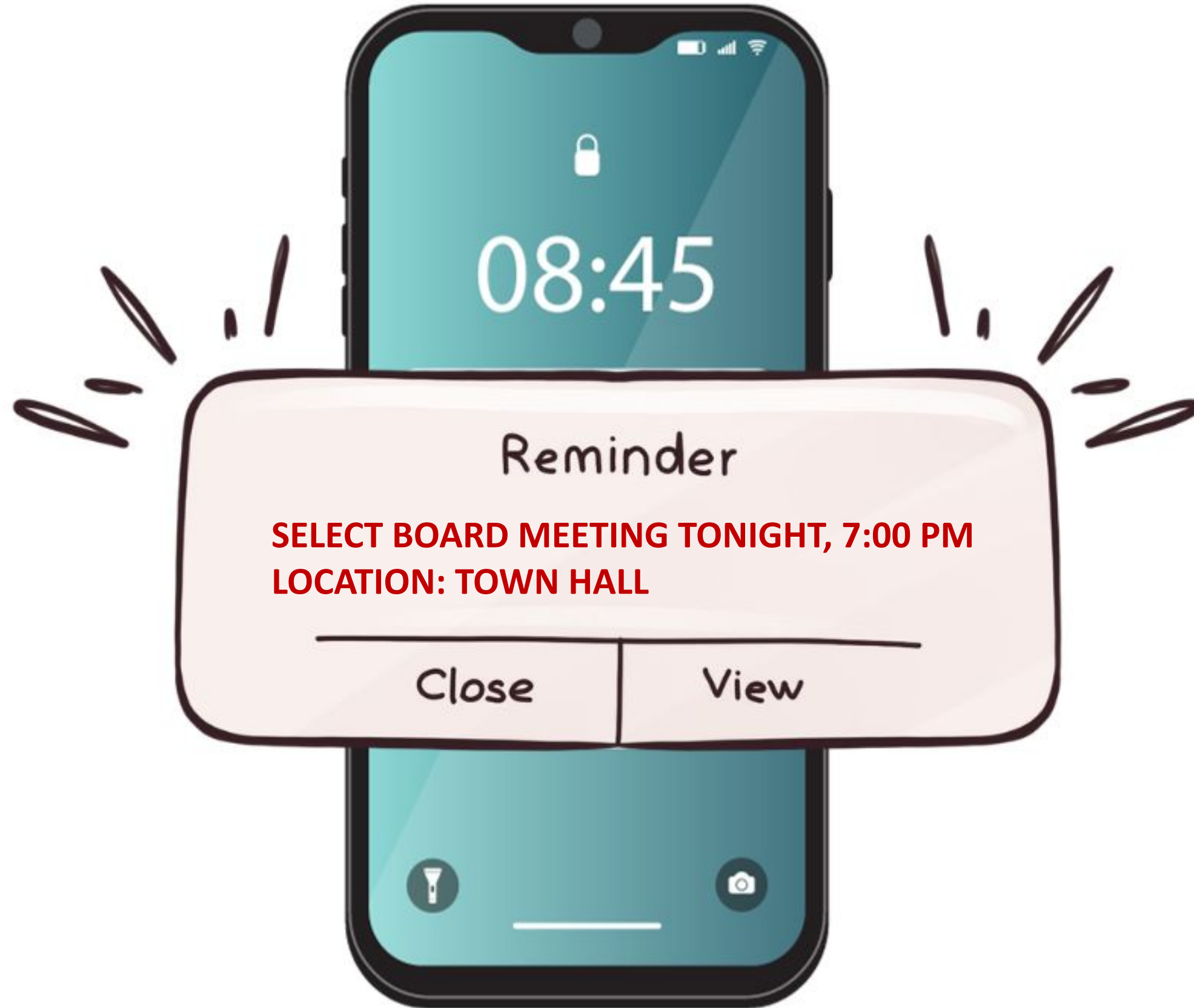
SOCIAL MEDIA



THEN

YOU'VE GOT MAIL!






Now

PLATFORMS



GRAPHICS

☰
Today, 9 January
Clear Catch Basins
38°
Medway today
☁️ Rain/Wind "Stormy" Day



HISTORICAL COMMISSION



Jacob Ide House

Henry Garnsey Homestead

PROFESSIONAL PHOTOGRAPHER



**SWEARING-IN
CEREMONY OF
OFFICER MAGGIE
SCHINDLER**



CROSS COUNTRY



New Medway Hotel



selectmen september 16



911 remembrance



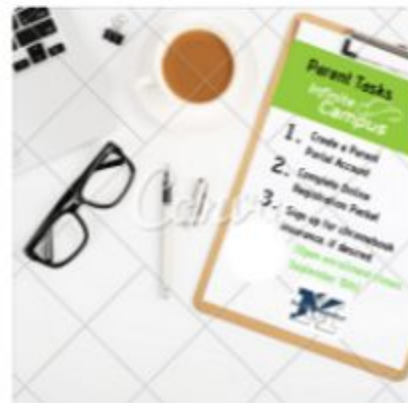
HS open house



night 3 paving update



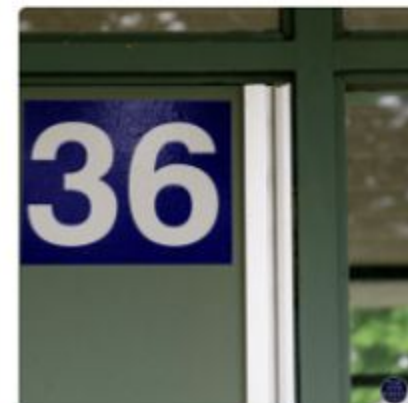
burke memorial school door



Infinite Campus



medway elementary pum...



school clue



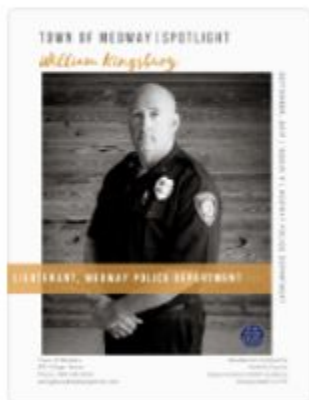
pumpkin walk 2 final



AERIAL SPRAYING



SNAG GOLF!



william kingsburyfi...



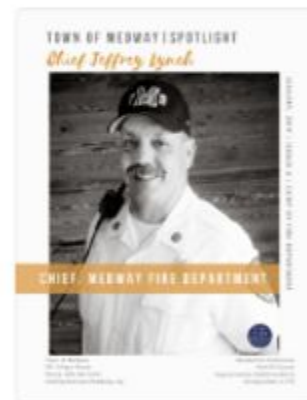
Copy of Katherine ...



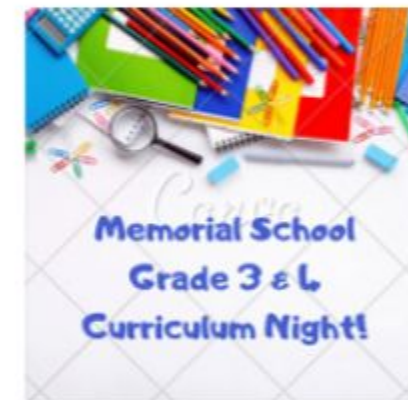
Learn to fish



bicycle safety dayfinal



Copy of Copy of Chi...



curriculum night grade 3 ...



WALKER STREET BRIDGE ...



memorial school grade 2



2024 TRENDS

FACEBOOK LIVE

INSTAGRAM

STORIES/REELS

MOBILE APPS -

TEXTS/NOTIFICATIONS



SOCIAL POSTS

BE CONCISE

INFO. SHOULD BE STRAIGHT AND TO THE POINT.

REMEMBER TO INCLUDE LOCATION!

LINKS

GIVE MORE INFO. TO THOSE WHO WANT IT!

PUSH TO WEBSITE

CROSS-POLLINATE

TAG, TAG, TAG!



9:54 am

Medway DPW

We would like to remind residents that Christmas...

...

8:07 am

@MedwayDPW

We remind residents that Christmas Tree pickup is...

...

8:40 am

Medway DPW

Weather forecasts predict rain to develop later this...

...

8:10 am

Town of Medway, ...

Town Offices will be closed on Monday,...

...

12:10 pm

@MedwayDPW

Please be aware that there is NO delay in tras...

...

8:01 am

Medway Public Sch...

Watch the Spotlight on Excellence with Closed...

...

7:13 am

Town of Medway, ...

New this year! Christmas string lights can be...

...

2:48 pm

@MedwayDPW

We remind residents that Christmas Tree pickup is...

...

8:20 am

Medway DPW

We would like to remind residents that Christmas...

...

8:42 am

medwaydpw

Weather forecasts predict rain to develop later this...

...

10:37 am

Medway DPW

Please be advised that due to flooding, Milford...

...

12:11 pm

medwaydpw

Please be aware that there is NO delay in tras...

...

8:30 am

Medway Public Sch...

Medway Public Schools seeks a music teacher at...

...

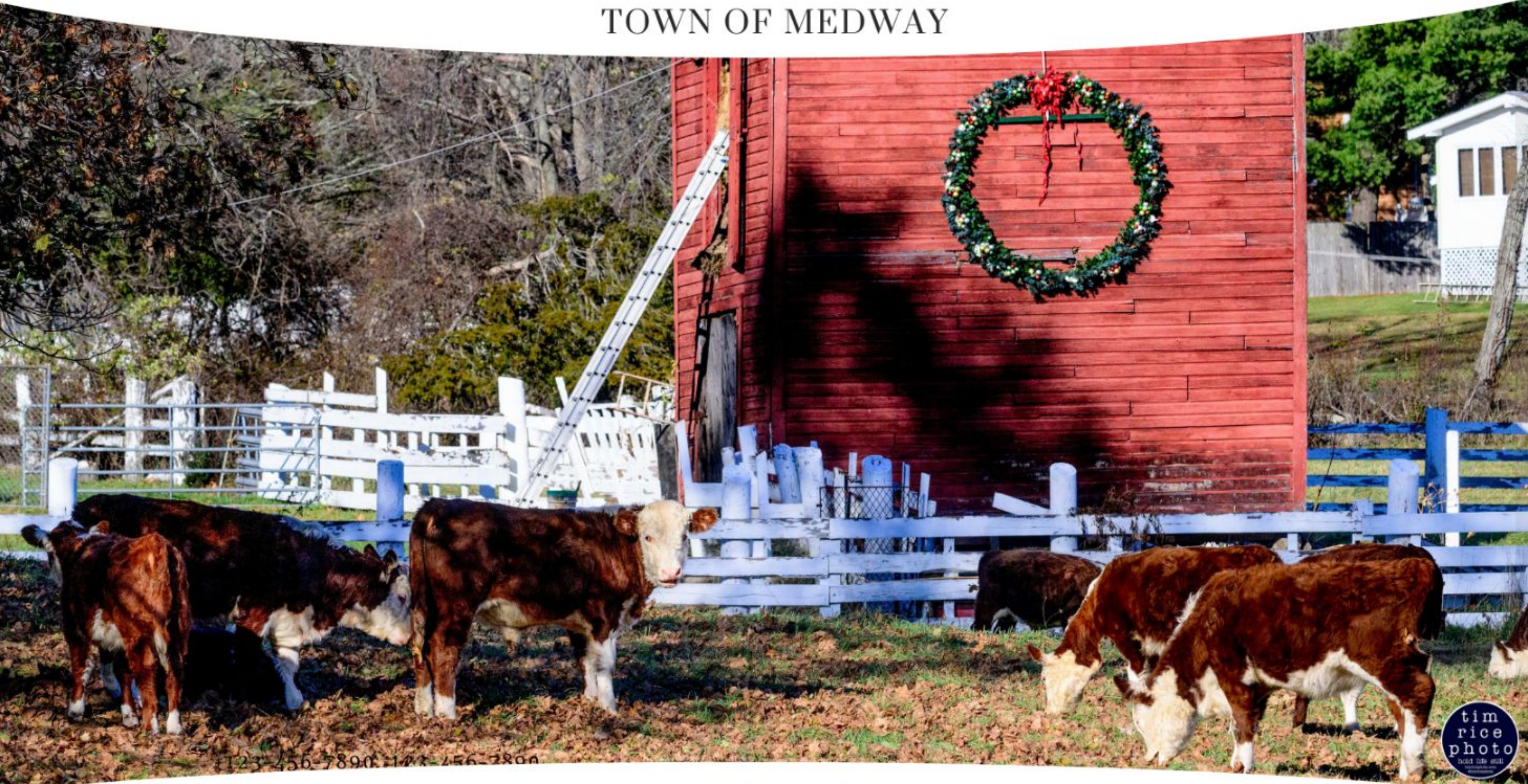
8:00 am

@MedwayDPW

New this year! Christmas string lights can be...

...

TOWN OF MEDWAY



123-456-7890 123-456-7890

EST. 1713



WEBSITE

Home » News

News

AERIAL SPRAYING

State Officials Announce Add Communities including Medway
 SEPTEMBER 10, 2019 - 3:55PM
 State Officials... more »

NEW DATE ANNOUNCED FOR POLICE CHASE

NEW DATE ANNOUNCED FOR POLICE CHASE
 AUGUST 27, 2019 - 4:08PM
 The Medway Police Chase - NEW DATE RELEASED
 High School,... more »

TOWN-WIDE YARD SALE

Town-Wide Yard Sale to be held
 AUGUST 9, 2019 - 12:18PM
 The 2019 Town-Wide Yard Sale is Saturday, September 14th
 more »

Town of Medway Spotlight | Police Department

Town of Medway Spotlight | Police Department
 SEPTEMBER 18, 2019 - 10:59AM
 As children, many of us are positively influenced by the police
 more »

2 Bdrm. Affordable Townhouse

2 Bdrm. Affordable Townhouse
 SEPTEMBER 17, 2019 - 4:43PM

KEEP IT FRESH!

Mon	Tue	Wed
1	2	3
Town Offices Closed 7:30am to 5:30pm	Select Board Meeting 7:00pm Cultural Council Mtg 7:00pm Open Space Committee Meeting 7:00pm	School Council Middle School 3:30pm Medway SEPAC General Member Meeting 7:00pm to 8:00pm Affordable Housing Committee/Trust meeting 7:00pm Zoning Board of Appeals Meeting-CANCELLED 7:30pm
8	9	10
Board of Assessors Meeting 4:00pm Board of Health Meeting 6:00pm Design Review Committee Meeting 7:00pm The Inclusion, Diversity, and Equity Advisory (IDEA) Committee Meeting 7:00pm	January 2024 Council on Aging Agenda 2:00pm Planning and Economic Development Board meeting 7:00pm Library Trustees Meeting 7:00pm Public Hearing - Scenic Road Work Permit 7:00pm	Housing Authority 12:30pm to 1:30pm Norfolk County Retirement Board Meeting 1:15pm Burke-Memorial School Council 3:00pm to 4:00pm School Council Meeting - McGovern 3:20pm Memorial Committee Meeting 5:00pm 01/10/2024 Finance Committee Meeting 7:00pm to 9:00pm

SOCIAL POSTING - WEBSITE



Town of Medway, MA

Published by Sprout Social [?] · September 10 at 4:44 PM ·

The Medway Board of Health has received notification from the Massachusetts Department of Public Health and the Massachusetts Department of Agricultural Resources announcing aerial spraying in Medway and other areas in the state. Spraying will start TONIGHT, September 10th at 7:15 p.m. and continue through 4:30 a.m. for 5-6 days, weather and equipment permitting. A press release and additional information can be found here: <https://bit.ly/34DbRZ>



AERIAL SPRAYING

STATE OFFICIALS ANNOUNCE AERIAL SPRAYING FOR EEE IN CRITICAL AND HIGH RISK COMMUNITIES

3,050

People Reached

2,688

Engagements

Boost Post

State Officials Announce Additional Aerial Spraying for EEE in Critical and High Risk Communities including Medway

POSTED ON: SEPTEMBER 10, 2019 - 3:55PM

State Officials Announce Additional Aerial Spraying for EEE in Critical and High Risk Communities -

PRESS RELEASE

The Massachusetts Department of Agricultural Resources (MDAR) will conduct aerial spraying in specific areas of Middlesex, Norfolk, and Worcester Counties beginning on the evening of Tuesday, September 10th starting at 7:15 p.m. to 4:30 a.m. and will continue for 5-6 days. Spraying is weather and equipment dependent and consequently may change.

Below please find the list of communities entirely within the spray zone (except for exclusions):

Middlesex County: Ashland, Framingham, Holliston, Hopkinton, Hudson, Marlborough, Maynard, Natick, Sherborn, Stow, Sudbury, Wayland

Norfolk County: Bellingham, Franklin, Medfield, **Medway**, Millis, Norfolk, Walpole

Worcester County: Auburn, Berlin, Blackstone, Boylston, Douglas, Grafton, Hopedale, Mendon, Milford, Millbury, Millville, Northborough, Northbridge, Oxford, Shrewsbury, Southborough, Sutton, Upton, Uxbridge, Webster, Westborough

The list of communities partially in the spray zone:

Middlesex County: Weston

Norfolk County: Dover, Foxborough, Needham, Norwood, Sharon, Wellesley, Westwood, Wrentham

Worcester County: Bolton, Charlton, Clinton, Dudley, Harvard, Leicester, West Boylston, Worcester

What exactly will be sprayed tonight?

The State's goal is to reduce levels of EEE in the fastest and most efficient way possible, while working under the constraints of weather conditions and other unexpected issues that may come up. On the first nights that spraying is to occur, the State will need to allow the pilots operating the planes the flexibility to determine the best areas to treat first. Because of this, anyone within the entire red bordered spray area could be subject to spraying on these nights. The State will update the map on the following date to indicate what was sprayed the night before, and the remaining subject are to be sprayed will get smaller each night.



AERIAL SPRAYING

STATE OFFICIALS ANNOUNCE AERIAL SPRAYING FOR EEE IN CRITICAL AND HIGH RISK COMMUNITIES

DIGITAL CAMPAIGNS

TOWN OF MEDWAY | SPOTLIGHT

Michael Boynton



JULY 2018 | ISSUE NO. 1 | TOWN ADMINISTRATOR

TOWN ADMINISTRATOR

Office located at Town Hall
155 Village Street
Phone: 508-553-3200
Mboynton@townofmedway.org

Residential Community
Norfolk County
Approximately 15,000 residents
Incorporated in 1715

What's
Your
Story

EMPLOYEE SPOTLIGHT

Connecting your
Town employees to
your community.

TOWN OF MEDWAY | SPOTLIGHT

Michael Boynton



JULY 2018 | ISSUE NO. 1 | TOWN ADMINISTRATOR

TOWN ADMINISTRATOR

Office located at Town Hall
155 Village Street
Phone: 508-535-5200
Mboynton@townofmedway.org

Residential Community
Norfolk County
Approximately 15,000 residents
Incorporated in 1715

POSTED ON: JULY 19, 2018 - 8:03AM

At the Town of Medway, great Ideas and great results are a team effort. They come from remarkably talented individuals that we form into equally remarkable teams. Productive teams are usually born by the ideas and results of an outstanding leader.



Meet Michael Boynton, Town Administrator. With a love of local government Michael's municipal leadership experience now spans parts of three decades, starting in his native Franklin in 1989 with an appointment to the Streetlighting Committee. Now some twenty-eight years and four towns later, Michael is here in Medway, a town where he has family roots, as the Town's Chief Administrative Officer, a position he is both honored and proud to hold.

1. What led you to being a Town Administrator?

In 1992, at age 24, while working for the Norfolk County Sheriff's Office, I was elected to my first term on the Franklin Town Council. Having the opportunity to see the inner workings of town government up close, and at the same time pursuing a Master's Degree in Public Administration, the desire to work in town management and generally to serve the community became a career and life-choice goal. My first opportunity came in Mendon as their first day to day administrator, since then my path has taken me to Sutton for four-plus years, Walpole for nearly thirteen years, and for the past four years here in Medway. I can honestly say that I do not regret one moment of it, and truly look forward to each new day in this profession and in this outstanding Community.

2. What do you love about working for the Town of Medway?

Virtually everything. The residents and business professionals alike are engaged in and appreciative of what we do here. There are so many caring people in Medway that it is a pleasure to meet their needs and address their concerns. Likewise, I absolutely enjoy working with an amazing Board of Selectmen. Five individuals with very different backgrounds who come together to work on one common goal....what is best for Medway. I have had the pleasure of working with some very fine Board members in my career, some who to this day are incredible friends. But I can honestly say that this group is the best that I have worked for in my career. Finally, but most importantly, I am privileged and honored to work with the group of employees that we have here in Medway. They are outstanding professionals who are dedicated to their departments and their Community, and they truly put their hearts and souls into all that they do. The employees of the Town of Medway collectively make up a dynamic and talented team, and it is an absolute pleasure to work with them day in and day out.

3. What do you spend most of your day doing?

Each day is different, and that is what makes the job so rewarding. One day the focus will be on assembling the Town budget, and the next may be addressing traffic concerns, or questions on business growth in Town. In general, my office will oversee virtually anything that involves Town operations and as such will work with the proper Town agency and our residents to plan for and respond to all concerns that arise.

4. What is your favorite thing to do outside of work?

The greatest reward in life comes from being part of an exceptional family, and for me that is clearly the case. I love spending time with my Wife on any adventure (large or small) that we take on, and we take on several! I also am very fortunate to share some great quality time with my Mom and Stepdad who continue to give of themselves to my Wife and I. Beyond that, yes, there is the "fire truck hobby". For the past 15 years I have traveled all across Massachusetts and Rhode Island (many times) and across the Country as well taking pictures of fire apparatus. I loved the big red trucks as a young boy, and clearly it stuck with me. Finally, why not add in the enjoyment that the annual football season brings - not in playing (obviously) but in fantasy football. Thirty years now with the same group of college friends in our league.

5. Favorite place to travel?

What's Your Story?

VIDEO

b.LUXE
hair & makeup

Bringing small
businesses to the
community.

www.townofmedway.org

GIVE BACK

Bringing small businesses to the forefront while engaging and giving back to the community.



#WHEREINMEDWAY?



Scavenger Hunt



WHERE IN MEDWAY? - ANSWER
#MEDWAYDRC · SIGN · MEDWAY/BELLINGHAM BORDER

Clue



Answer



#MEDWAYARCHIVES



Medway Historical
Society

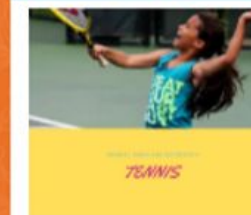


COMMUNITY BULLETIN

Community Bulletin



What's Happening in Medway this Week?



Medway Parks and Recreation Tennis

Volley up some fun with Medway Parks and Recreation! Under the guidance of the USTA, our coaches teach tennis fundamentals through a combination of age appropriate skill based drills and fun reinforcing games. These programs will help develop your child's love of tennis all while working on your child's hand-eye coordination, agility, and balance. Classes start Monday, **September 16th** [register today!](#)



Medway Parks and Recreation Cross Country Running

Like to run? Have you ever wanted to try Cross Country? This program is a great transition to the sport. Emphasis will be on physical fitness and individual improvement. Lace up your sneakers and join us on Monday, **September 16th** [Register \[here\]\(#\)](#)



Medway Parks and Recreation SNAG Golf

Sign up today for Medway Parks and Recreation's, SNAG golf! SNAG is an easy way to learn and can be played anywhere. It is a proven learning and training system. Classes start on Thursday, **September 17th** for children of all ages. Register [here](#)



Medway Parks and Recreation Bubble Lab

Love Bubbles? Learn how to make your own! This exciting program brings Bubble Education and fun into the classroom for children 4 years old and up. In this exciting one hour workshop, kids will learn how bubble solution is made, make their own bubble solution and learn how to use everyday objects to make bubbles and bubble toys. [Register](#) here to join in the fun! Classes start on Wednesday, **September 18th**.

NEWSLETTER



MedwayMatters

MEDWAY MOMENTS: CONNECTING OUR COMMUNITY



Community Corner



The holiday season swept through Medway, showering us with a delightful array of activities embracing all faiths!

We sparkled with joy during the vibrant Diwali - Festival of Lights celebration hosted by Medway Marches at the High School in November. Hundreds of people enjoyed a night of lively music, dance, henna, a bazaar, and a spread of Indian delicacies.

Choate Park was illuminated as we lit a candle on the menorah for eight nights to celebrate Hanukkah, and we jingled into the Christmas season with a merry parade—retired Lt. Matthew Reardon was honored as this year's grand marshal. This year, the parade route was lined with over thirty firetrucks from Towns as far away as CT, as well as floats carrying smiling children and Santa and Mrs. Claus. The streets of Medway were lined with people from Medway and surrounding towns. The parade ended at Choate Park where there was a dedication



What
Approach Will
You Take to
Share Your
Story?



Questions & Answers
