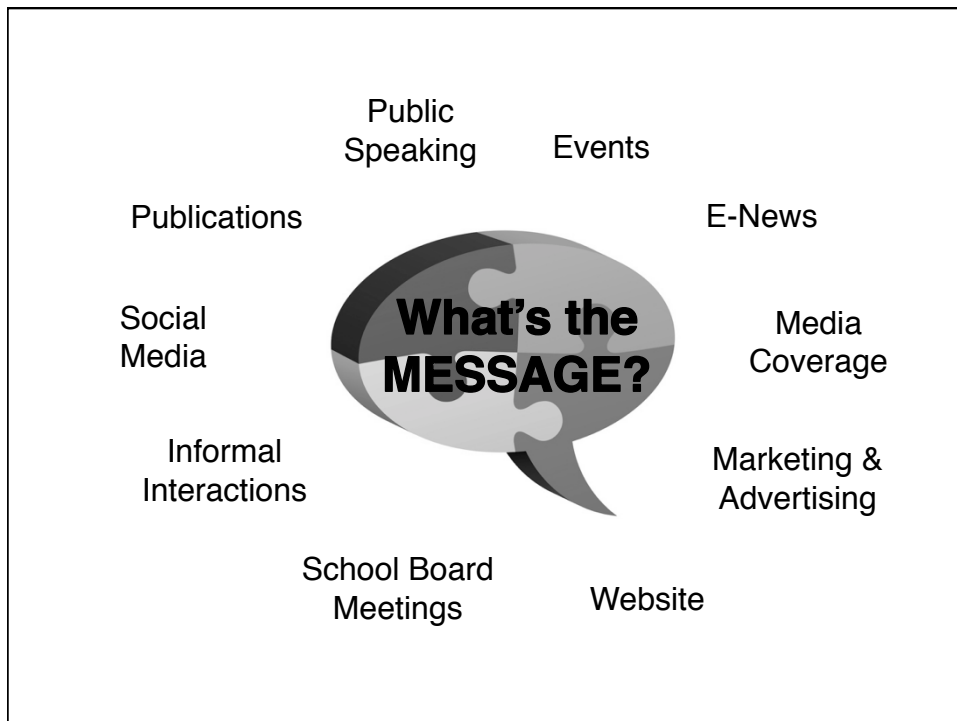


# Communication Strategies

MASC / MASS Conference  
November 3, 2017

**#MASCconf17**



## The Communications Plan.



Develop a strong  
**OFFENSE** and **DEFENSE.**



Use **social media** strategically.



## Questions & Discussion

**Chris Horan**

617-852-1340

chris@horancommunications.com



Follow me @chrishorancomm

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