

# DAIL Advisory Board Communications Update

Monica White, Director of Operations  
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# Communications Goal

Advance DAIL's mission:

To make Vermont the best state in which to grow old or to live with a disability – with dignity, respect, and independence.



# Communications Values

- Integrity
- Transparency
- Accountability
- Accessibility
- Inclusivity
- Clarity
- Timeliness
- Relevance



# Communications Strategy

- Team DAIL – proactively telling our story together
- Promoting our successful partnerships
- Normalizing inclusion of older Vermonters and those with disabilities



# #DAILVT on social media

- <https://www.facebook.com/DAILVT/>
- Reach ~2K people/month
- 560+ followers
- Successful community engagement via regular posts, live streaming, and events



# Where have we been?

- VPR
- WCAX/WVNY/WPTZ
- VTDigger
- Seven Days
- Check out <https://dail.vermont.gov/media> for more



# What's next?

- Ongoing partnership with Attorney General's Office, COVE, ORCA Media, and the Senior Medicare Patrol for the [Stay Savvy Vermont](#) series
- Summer 2020 – promoting accessibility with our colleagues at Vermont State Parks
- Maintaining promotions of ongoing initiatives
- DAIL Advisory Board at Disability Awareness Day next month
- Your suggestions?



# Find us online at:

- <https://dail.vermont.gov/>
- <https://www.facebook.com/DAILVT/>
- [Stay Savvy Vermont series](#)





DISABILITIES, AGING AND INDEPENDENT LIVING

# Disabilities, Aging and Independent Living

SEARCH and CONTACT buttons

NEED HELP NOW? WHO WE HELP DAIL IN THE MEDIA CONTACT US



## Work and Live in Local Communities »

Support individuals being able to work and live in local communities.



Vermont Department of Disabilities, Aging & Independent Living @DAILVT

- Home About Posts Photos Videos Community



Liked Following Share

+ Add a Button

Create Live Event Offer Job

Government Organization in Waterbury, Vermont Chat (58)



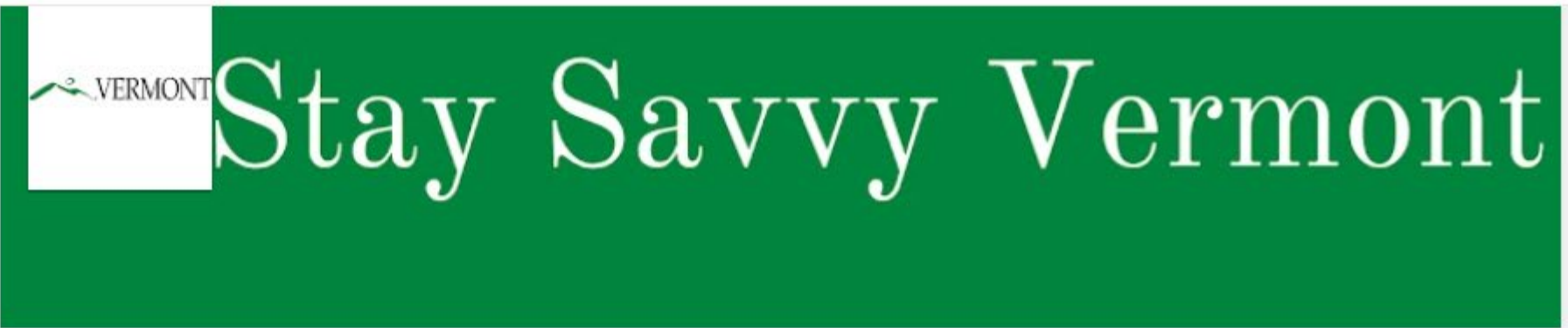


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### StaySavvy Vermont

Subscribe 17

The Vermont Attorney General's Office (AGO) and the Department of Disabilities, Aging and Independent Living (DAIL) are proud to announce... Show more

#### Uploads



Stay Savvy Vermont - "Perfect Fit" 10:50



Stay Savvy Vermont - "She's Alive II" 8:39



Stay Savvy Vermont - "Out! Out! Damned Peddler" 9:10



Stay Savvy Vermont - "Internet Follies" 7:50

# Questions? Suggestions?

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