

agency communications SUPPORT AND SERVICES



The Puget Sound ESD's Communications, Government Relations and Public Relations department is committed to supporting and helping represent your program and the ESD.

We provide in-house consulting and design services, develop cost-effective marketing efforts, facilitate internal communications, and promote cross-program linkages while upholding the agency's brand.

Our team is pleased to offer complimentary core and fee-based services for your initiatives, programs, events or committees. We provide similar types of support for external organizations and districts.

There are a number of ways to partner with us. Complete a Project Request Form and work with us to develop a long-term strategy that includes a combination of any of our services. By doing so, we may find opportunities to connect with other departments to maximize results and resources.

We look forward to working with you!

FEE-BASED SERVICES



INTEGRATED MARKETING COMMUNICATIONS PLAN

PRINT PROJECT DESIGN SERVICES

FILE REMEDIATION

PROJECT-BASED PHOTOGRAPHY

VIDEO PRODUCTION

GRAPHIC DESIGN

SOCIAL MEDIA GRAPHICS

PODCASTING

INDEPENDENT WEBSITE

WEBSITE MAINTENANCE

EMERGENCY COMMUNICATIONS

To get started with a free consultation, a project plan, or to request a quote, please go to:
www.psesd.org/commsupport

COMMUNICATIONS

internal services



connect with your COMMUNICATIONS TEAM



We are a movement of communicators who believe that equitable access to education is not just an objective, but an obligation.



We tell the stories of students, schools, programs and communities that are committed to creating a future defined by equitable opportunities.



Bringing together diverse perspectives and educational experiences, we use our history to inform our work – both as communications professionals and educational advocates.



For the members of the Puget Sound ESD Communications team, this is more than just a job.



For more info, please contact
Janine Thorn, Director of Communications
jthorn@psed.org | 425-917-7607

COMPLIMENTARY SERVICES



COMMUNICATIONS CONSULTING (PROJECT-BASED)

Communications staff will develop communications strategies and provide tactics for achieving your project goals. We can develop strategies for: flyers, social media campaigns, website content and design, newsletters, photography, video, and brand awareness.

COMMUNICATIONS CONSULTING (STRATEGY-BASED)

Communications staff will develop communications strategies and responses for time-specific communications. We can discuss strategies for: crisis response, community engagement, emerging issues, media relations, emergency email communications, and website banners.

MARKETING TEMPLATES

Communications staff will quickly and inexpensively create professional looking flyers, ads, Powerpoints and letterheads that comply with the PSESD brand guidelines. We can also provide images, information on ADA accessibility, and professional printing guidelines.

PROOFREADING AND EDITING

Communications will review your content thoroughly for any grammatical, spelling or ADA accessibility errors and ensure that your materials follow PSESD brand guidelines. We will rewrite or rework any pieces that need improvement or correction.

SOCIAL MEDIA MARKETING

Social media is a great way to get the word out about your programs and events. We will help you create a strategy that is both effective and engaging. Advertise your program or campaign through Facebook, Twitter, LinkedIn, Instagram or other social media platforms. Our team can provide you with recommendations for social media tools that can make posting and scheduling easy and efficient. We will also ensure that your content meets the PSESD social media guidelines.

PAGES ON PSESD.ORG

We have recently revamped the PSESD website – let us help you get acquainted. We will provide training on: creating, editing and publishing web page content, ADA accessibility, web page creation, blogging and more. Please contact us if you want to use the PSESD website to promote your program.

COMMUNICATIONS TRAININGS & RESOURCES

We want to help you with your communications needs. Please consult our list of branding and design resources on MyPSESD. Additionally, we provide Lunch and Learns throughout the year on various topics. All Lunch and Learns will be posted on WeAre.PSESD.org. Stay tuned!

PHOTOGRAPHY

Our team will take high quality photos at all agency-wide events, as well as provide Photo Days throughout the year for agency badges. We will also provide photography for staff trainings. Once the photos are taken, our team will provide them to you with strategies for distribution.

E-NEWSLETTERS

Looking to start a newsletter for your program? Our new website allows you to easily and seamlessly create newsletters from your web content. Let our team help you get started, and you will be creating great e-newsletters in no time!

PRESS RELEASES & MEDIA INQUIRIES

Do you have news to share? Our team will assist you in developing media-ready communications, including press releases and talking points. If you are contacted by a reporter or are planning to speak to the media, please contact Janine Thorn, Director of Communications at 425-917-7607.