

*Exciting News!*

# We Can Support Your Communication Needs

Heartland AEA is now offering communications services to districts/schools!



## What can we do for you?

### Campaigns

From PPEL and bond referendum votes to school boundary change campaigns, we will:

- Develop a customized communication plan for your district/school
- Create print and digital communications: flyer, video, website landing page, slides, social media posts, postcard, press releases

### Media Relations

- Write and edit press releases using content provided by the district
- Distribute press releases to media contacts provided by district (optional)

### Newsletters

- Create a district branded **digital** newsletter
- Proofread and edit content provided by the district, add content to newsletter platform and find/place graphics and photos provided by the district
- Limited to **one** newsletter per month

### Social Media

- Write posts and create simple graphics using content provided by the district
- Consult on best practices and effective social media strategies
- Granting access to social media logins is optional

### Website

- Perform web audit to check for accessibility issues, broken links and outdated content
- Create Google Sites and provide support (online toolkits, event use, etc.).
- Provide website management at request. District will discuss maintenance and content generation needs.\*

\*Access to website admin account required. Will evaluate district's web content management system.

## Contact Us Today!

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### Affordable Pricing

We provide high-quality services tailored to meet the needs of districts and non-public schools. Pricing is available upon request.



### Check-ins

Connect virtually with our Communications staff on a regular basis to discuss upcoming communication goals. (optional)



### Creative Collaboration

Materials such as brochures, flyers and infographics will be designed by our Creative Services Dept. for an additional fee.