



# Public Relations

PolicyWorks offers a full suite of communications services and years of expertise that will enhance your organization's brand and ability to communicate with target audiences in the communities you serve.



## Digital & Social Media

Our team can create shareable content that helps lift your social media presence, and also provide strategic guidance to target digital campaigns across platforms to reach your intended audience.

Strategy | Content Creation  
Management | Paid Digital



## Media Relations

PolicyWorks has a statewide network of media relationships and the expertise to get your message heard.

News Releases | News Conferences  
Media Monitoring & Response Strategy  
Media Pitching



## Branding & Storytelling

Let us help tell your story with a consistent look and voice.

Brand Audit | Taglines | Campaigns



## Newsletter Writing and Management

Our team can create a newsletter template and content for your organization to connect with its target audiences.



## Website Creation and Management

Our team can create and manage a website, specializing in sites that serve the needs of non-profits, trade associations and small businesses.



## Media Buying

PolicyWorks can put together a paid media campaign to meet your organization's goals.

Commercial Messaging | Targeted Media Outlets



## Event Planning

From a simple ribbon cutting to a large-scale conference, PolicyWorks has the event planning expertise needed to make your event stand out and increase awareness of your organization.



## Speech Writing

Let PolicyWorks craft a speech or talking points that will effectively tell your story.