



Change Public Perception of Your District

Strategic Communication | Social Media Strategy
Daily Posts | Newsletters | Audience Building
Community Building

Be proactive – not reactive – in creating winning perceptions. Great stories happen every day in your district, but too often they remain untold. FSM tells those stories in **daily social media posts**, **relevant monthly newsletters** and other ways. This builds and engages your community and changes negative perceptions to positive over time.

Take Charge of Crisis Communications

Public Relations | Press Releases | Media Relations

Make and win your case in the court of public opinion. You have a district to run – and that’s more than enough. FSM helps you go from panic to control – and be ready to respond to incidents of threats, lockdowns, assaults, accidents and other crises.

“For eight years, FSM has produced and posted thousands of positive stories on social media that used to go unrecognized. FSM partners with us to manage challenging news and emergencies. In those eight years, we have been able to pass two levies and exponentially build a supportive community of families, businesses and other organizations in and around the city.”

Jeff Ramnytz | Superintendent
Barberton City Schools

“Because of the strategy FSM made for us, we message great stories every day to our community. We have been able to elevate our status and the community sees us in a better light.”

Andrew Hawkins | Superintendent
Rootstown Local School District

FSM Offers:

- Website Design, Development & Updating
- Public Relations & Community Positioning
- Community Calendars
- Social Media + Newsletters
- Strategy & Story
- Media Planning & Buying
- Quality Profile Development
- Crisis Communication

OUR MISSION

“Great Work to Do Good”

FSM is a strategic marketing and communications company that is an effective partner to many business-to-business clients in manufacturing, healthcare and other service industries.

Our focus is to always do great work.

This success enables us to provide the same high quality, impactful strategic marketing to clients in the nonprofit and education sectors at attractive rates.

This is how we do good.

**What’s happening today in your district?
Is it visible in the right way to everyone in the community?**

Contact FSM to schedule a conversation.

**Call: Josh Gordon
330-807-4772**

FSM.agency