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J452: Public Relations Strategic Writing
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Personal Social Media Plan
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Introduction & Background

1. Introduction

o My Background

I am a public relations major at the University of Oregon with a special interest in entertainment PR and publicity. During the past three years I gained hands-on industry experience working as the Cinema Partnerships intern for The Walt Disney Studios, social media director and account executive for Allen Hall Public Relations and marketing representative for Hallspot. At Allen Hall PR, I draft press releases, maintain and run the firm's social media accounts, supervise and upkeep the firm's blog and create media lists for clients. While at The Walt Disney Studios, I created and managed an efficient tracker to track the progress of banner stand returns, worked closely with various vendors and executives to create promotional items for upcoming films and assisted developing decks, reports and film budgets.

o PR Interests

I am interested in entertainment public relations and publicity. I would like to pursue a career as a publicist or public relations professional for a corporation within the entertainment industry. The entertainment industry is constantly growing and innovating by using social media, new technology and fresh outlooks from young professionals. The industry releases new and exciting content to the public daily. Social media offers new opportunities to generate anticipation, create commotion and promote exciting content.

o Social Media Tools

I would classify my familiarity with various social media tools as moderate to advanced. I am comfortable using Facebook, Twitter, LinkedIn, Instagram, Vine, Tumblr, Soundcloud, Wordpress, Pinterest, Google+, GroupMe, YouTube and Snapchat. I am active on Twitter, Facebook, Instagram, LinkedIn, Snapchat and Pinterest daily. I have tried using Flickr and Meetup, but they haven't "clicked" with me. As the social media director for Allen Hall PR, I am comfortable running the firm's Facebook, Twitter, Instagram and Wordpress blog. I strive to keep my social media accounts professional in an attempt to maintain my personal brand.

2. Strategies

- **What do I want to accomplish?**
- Two strategies:
 - Listen and learn
 - Network

My first strategy is to listen and learn because I believe the best way to learn is by listening. In order to become an active participant on social media, I will observe current active participants and see what they post, why they chose to post and gauge the reaction of their audience. This will help me decipher what I want to post and how I want to go about using social media to improve my personal brand.

My second strategy is to use social media to build my network. I update my LinkedIn daily; however, I do not consider myself an active user because I rarely use LinkedIn to reach out to professionals, ask questions and inquire about job openings. While implementing my social media strategy I plan to connect with new professionals on LinkedIn and follow more professionals on Twitter. I will engage in Twitter chats and comment on tweets from professionals.

- **Who are the groups of people I'd like to connect with?**

The groups I would like to connect with are public relations professionals, firms and students. The professionals are people who have hands-on public relations industry experience. They have spent years working within the industry and they know how to network effectively. The public relations firms are accessible on social media sites such as LinkedIn, Twitter and Facebook. By connecting with PR firms on LinkedIn and Twitter, I would be able to watch and understand the trends of the industry and the firm itself. Many firms post job openings on social media and it would help my job application if I were to be familiar with the work the firm produces and the trends within the industry. I would like to connect with public relations students because we are working on the same projects, learning the same information and we can help one another along the way.

3. Objective

I will use social media to explore my interest in entertainment public relations through building my network, establishing relationships and listening and learning. My goal is to improve my social media footprint and personal brand by using social media for professional use.

4. **Tactics**

○ **Twitter**

- *Goals:* I am an active user of Twitter, but there is room for improvement. I will tweet more original tweets instead of re-tweets or modified tweets and communicate with companies and professionals instead of simply following them on Twitter. I would like to gain thirty more followers through the implementation of my social media plan.
- *Tactics:*
 - Follow and interact with professionals in the entertainment industry.
 - Generate engaging content to post to my Twitter feed.
 - Utilize the “Trending Topics” section to stay informed about current events, topics and trends.
 - Engage in conversations with peers, ask questions and continue to build my professional network.
- *Measurements of Success:*
 - Follow ten new professionals per week.
 - Tweet relative content six times a day—three original posts, two re-tweets or modified tweets responding to professionals or companies and one “noise” tweet.
 - Gain 30 new followers by the end of the quarter.

○ **Blog**

- *Goals:* The mission of my blog is to critique, evaluate and discuss trends and current events within the entertainment industry from a PR perspective. To accomplish my goals for social media, I will begin with establishing and maintaining my blog.
- *Tactics:*
 - Customize my blog to reflect my personality.
 - Comment on blog posts from different blogs twice per week.
 - Write and post original content twice per week.
 - Add one widget to each blog post.
 - Add a code of ethics.
- *Measurements of Success:*
 - I will monitor the number of followers I have per week and compare each week to the previous week.
 - I will gauge the interaction I have with other bloggers by monitoring how many people comment on my blog posts and vice versa.
- *Topic Calendar:*
 - Week 3: Celebrities and Feminism
 - Week 4: Leaked Photo Scandal
 - Week 5: Photo Morphing and Airbrushing

- **LinkedIn**

- *Goals:* I want to increase my credibility on LinkedIn by connecting with more professionals and peers. I aim to improve my profile by actively engaging in conversation with my connections, asking questions and updating my resume consistently.
- *Tactics:*
 - Connect with 10 or more University of Oregon public relations alumni.
 - Join five or more public relations groups every two weeks.
 - Communicate with public relations professionals via the Pulse.
 - Follow five or more companies and comment on two updates per week.
- *Measurements of Success:*
 - I have connected with five or more professionals.
 - I comment on company updates as they are posted. I voice my opinion in a professional manner to engage in conversation with companies and professionals.
 - My resume and "About Me" section are up-to-date.
 - I am able to discuss trends from the Pulse from a public relations standpoint.

- **Reddit**

- *Goals:* I am familiar with Reddit, but I am not a daily user or active member. I want to establish myself within the Reddit community and utilize this social media outlet to remain up-to-date on trends affecting the entertainment industry.
- *Tactics:*
 - Create a Reddit account.
 - Familiarize myself with subreddits and how to use Reddit.
 - Build my professional profile with an About Me section supplemented by my professional headshot.
 - Become an active user of Reddit; Log into my account twice a day.
 - Search for relevant articles or trends affecting the entertainment industry.
- *Measurements of Success:*
 - I have established myself as an active Reddit user.
 - I log into my account twice per day.
 - I understand subreddits and how to use them.
 - I have a professional About Me section with a professional headshot.

5. **Tactic Checklist**

- *Blog:*
 - Finalize blog design – by 10/15
 - Finalize code of ethics – by 10/24
 - Write two posts per week – continuously through 12/5

- Comment on different blogs twice a week – continuously through 12/5
- *LinkedIn:*
 - Join 5 or more public relations groups every two weeks - continuously through 12/5
 - Connect with 10 or more University of Oregon public relations alumni – by 10/31
 - Follow 5 or more companies and comment on two updates per week - continuously through 12/5
- *Reddit:*
 - Create a Reddit account – by 10/24
 - Familiarize myself with subreddits and how to use Reddit – by 10/31
 - Build my professional profile with an About Me section supplemented by my professional headshot – by 10/31