

Personal Social Media Plan

Introduction & Background:

1.

A.) My name is Noelle Nercessian and I am a innovative and strategic communicator. I am currently a public relations student in the School of Journalism and Communication (SOJC) at the University of Oregon; I am also studying the Spanish language. Outside of the classroom, I am gaining hands-on professional public relations experience. Currently I am an account executive at Allen Hall Public Relations, a student-run agency, where I work on the StoveTeam International account team. I am also an alumni ambassador for the Council on International Educational Exchange, a nonprofit organization promoting international exchange and immersion through various study abroad programs. Past positions include being a public relations intern at Swank & Haight, an online clothing boutique, and a brand ambassador for Appsurdity, an application design company. Through these positions I am learning the value of communication skills and am gaining a proficient familiarity with the field of public relations. I am highly interested in international communication and relations, I spent three months studying abroad in Spain with intensive travel throughout my time there, and because of this experience and interest; I am focusing my blog on related issues.

B.) I am interested in the strategic thought process and crisis related communication in the industry of public relations. The topics that I find most interesting in the field includes: international outreach and communications, event planning, crisis management and social media and marketing. Ideally I imagine myself working at a public relations firm. The idea of a high-paced, continuously changing environment is intriguing and exciting for me.

C.) My orientation for social media has thus far been strictly for personal use, aside from when I am an admin for a client's social media. I use my Twitter account primarily for school and business outreach, meaning that I am either tweeting at a friend or I am following and tweeting at professionals already established in the industry. My social media pages that I use most frequently are: Facebook, Twitter, Instagram, Pinterest and LinkedIn. I do not believe that I am using these platforms to the best of my ability; I believe I can have more success through them if I utilize their capabilities. I am beginning to grasp Google analytics, which I believe is an incredibly useful and necessary tool for tracking progress of attractions to one's page.

2.

A.) My three chosen strategies are:

- **Establish my professional network**
- **Improve my reputation**
- **Create great content**

B.) My **audiences** throughout my social media accounts are employers, professional connections, students, friends and family and more specifically, those also interested in international outreach. I would like to connect with more professionals, who are already established in their careers, to learn from and follow their examples. You never know what you could learn from a professional you're following on a social media platform.

3.

I will use social media to further explore the realm of international communications and outreach within the field of public relations. My strategies include establishing a professional network, improving my reputation on all platforms and creating great content that will be enjoyable and interesting for my audience to read and explore. This will help me build a personal brand that is professional and thought provoking to be engaging and attention-grabbing for potential employers.

How I will get there:

1.

A.) My Strategies & What is Involved

- To establish my professional network:
LinkedIn: LinkedIn is an extremely useful and valuable tool when used correctly. LinkedIn allows you to link with professionals whom you already know and also those who you potentially want to know. I will keep my LinkedIn updated and interesting to attract potential employers. I will also use LinkedIn's job search to begin scoping out potential companies that I will want to apply to in the next coming year.
Twitter: Twitter also has potential to be valuable for establishing a professional network. I will follow more people who are interested in the similar industry as I am and will take notes on the content that they are posting.
- To improve my reputation:
Facebook: Having had Facebook for over 6 years, there is a sufficient amount of "cleaning" that needs to be done to create a Facebook that is professionally worthy. I will delete less than satisfactory photos and posts and begin posting about things with a public relations focus.

- To create great content:
Creating great content first begins with strategic research. I will not allow myself to write and post any content that has not been thoroughly searched and well thought out. I will also look at others' pages who are in the similar industry that I am aiming for, but also all those involved with and writing about public relations. With a new camera as a birthday present now in my hands, I will begin taking photos that are relevant and well tailored to my writing. I will also create content consistently, in both a timely and a strategic focused manor.

B.) Strategies & tactics:

1. LinkedIn
 - I will continue to edit and update my account to stay relevant and professional
 - Upload my updated resume and add a link to my online portfolio to allow viewers access
 - Utilize LinkedIn as a search engine for potential jobs, companies and professional relationships
 - Gain more professional "links" and build my professional network through those connections
2. Twitter
 - Tailor old account to exemplify a more professional tone
 - Delete old tweets, I have had this Twitter account for six years, will have to delete a lot
 - Unfollow people who are irrelevant to my goals
 - Follow more professional people: writers, journalists, news publications, PR professionals, PR companies and agencies, bloggers and accounts that are relevant to international relations.
 - Tweet more than 15 times per week and tweet about PR-related topics
 - Retweet posts that I find interesting and relevant, also add my opinion about it if space allows
3. Facebook
 - Reconstruct old Facebook account
 - Thoroughly go through past years and delete any photos or posts that are not deemed professional to my standard
 - Become more engaged on Facebook: keep it personal, connection with friends and family, but also begin posting about topics related with public relations

- Keep the tone of posts on Facebook light to avoid potential conflict within comments (hard to do sometimes when wanting to post about international conflicts and politics)

C.) Measures of Success:

- Gain new contacts on LinkedIn: goal is over 50 new professional contacts
- Do not just send the standard message when asking to link with someone on LinkedIn, write a short personal message
- Gain new followers on Twitter: 5 new followers a week
- Increase number of weekly tweets by at least 75 percent
- Increase my number of retweets on posts that are relevant to public relations: two more per week
- Become more engaging on Facebook and Twitter: comment more and respond to messages and tweets. Comment on two posts per week
- Get more shares and likes on Facebook posts relevant to PR
- Follow 20-30 new blogs, comment and engage on their posts
- Gain a following on my own blog; gain more comments and engagement

2. My Blog

A.) I will use this blog, which is centered around international communication and relations, to express my thoughts and opinions on relevant topics. This blog will also be an educational outlet for myself, where I can research topics and learn more about the industry. I will keep my blog posts professional, and not include too many harsh opinions when it comes to international politics and other hot topic related issues.

B.) Outline:

- Set up blog on Wordpress: Establish a template, profile, title, blogroll and widgets
- Write about me page and an introductory post
- Add a code of ethics
- Search and follow 10-15 PR and international related blogs
- Write two posts per week
- Include a relevant image with each post (that I have personally taken, if applicable) as well as a relevant link
- Always apply attribution for the original writer or photographer
- Be engaging on other blogs: comment and participate

Editorial Calendar:

- **Week 3:** How Social Media has influenced international relations
- **Week 4:** The new era of global marketing and public relations
- **Week 5:** Potential problems with global marketing: language and cultural barriers

- **Week 6:** How to stay relevant and aware of international conflicts
- **Week 7:** Which social media outlet is most popular in various countries (infographic)
- **Week 8:** Non profits and international relations
- **Week 9:** Crisis communication: what to do as a PR professional when there is a big international crisis
- **Week 10:** How to build an international network

C.) How I Will Know I am Successful:

- Gain followers and comments on blog posts
- Get feedback from others and implement changes
- Be personally pleased with my blog

D.) Plan:

LinkedIn

- _____ Update with a professional headshot photo
- _____ Update all information to stay current: jobs, positions, school, etc.
- _____ Upload current and updated resume
- _____ Add link to my online portfolio
- _____ Gain 50-100 more professional connections
- _____ Use as a search engine to find potential companies and employers
- _____ Stay updated with the job openings that are currently posted to get a good idea about job hunting in the future
- _____ Join more professional groups and interact in them
- _____ Send personal messages while asking someone to connect, do not just send out the standard template

Twitter

- _____ Re-write bio, update with a professional photo and background
- _____ Delete old tweets that are professionally inappropriate or irrelevant
- _____ Follow 30-50 new accounts: those who I deem applicable
- _____ Try to tweet 2-3 times per day about relevant topics. Daily tweets can include retweets, @ responses and posting/sharing of interesting articles or links
- _____ Follow companies or professionals who I find inspirational
- _____ Increase number of followers and retweets

Facebook

- _____ Thoroughly edit my profile: start with deleting all photos that are not professionally appropriate

- _____ Delete old posts that have the potential to be viewed as inappropriate, uneducated, or biased
- _____ Unfriend people who I don't personally know or even care about
- _____ Add links to my online portfolio and blog
- _____ Keep my about me section relevant: update job information, school, etc.
- _____ Share posts that I find interesting at least once a week
- _____ "Like" new businesses and organizations that I find interesting
- _____ Maintain connections with friends and family to keep it personal as well