

Social Media Execution Plan

Over the span of the term, I had very clear plans set up for my various social media platforms. While some of my goals were slightly ambitious, I managed to either achieve or come very close to achieving majority of my goals. Cleaning up my platforms, growing a professional network and writing and sharing great content were my three primary objectives.

To represent myself as a budding professional, going through and cleaning up a few of my social media outlets was crucial, primarily Facebook and Twitter. I started both these outlets almost six years ago, and because of that, they were filled with content that was either immature, unprofessional or frankly, embarrassing. This step of my process took the most time but I know it will be extremely beneficial to growing my professional network and representing myself clearly and also how I choose to be represented.

Growing my professional network was my favorite part of the entire plan implementation. Through Google and LinkedIn searches, I found new public relation agencies throughout the country that I am interested in pursuing applying for in the future. I followed 12 new agencies on Twitter and even got some to follow me back. I also enhanced my LinkedIn network by adding around 30 new link connections. These connections will be very helpful in the near future when I am applying for jobs or looking for an informational interview with an already established business professional.

Writing great content was another portion of the plan that I enjoyed. I learned a lot about the industry of travel and hospitality PR, as well as international communications and global marketing. When writing my blog posts I referenced at least one or two other bloggers, websites or articles in regards to my industry of interest. I tweeted out my blog posts and even had my favorite blogger read one of my blog posts and tweet back at me about it! (I was very excited about this, she has over 20k followers).

Overall implementing a social media plan was extremely beneficial and worthwhile. After a few months of somewhat ignoring my social media platforms, this was a great opportunity to enhance them and represent myself as an ambitious student who is nothing but anxious to graduate and start working in the industry.