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J452
Personal Social Media Plan
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Background

My name is Paige and I am a student at the University of Oregon in the process of receiving a B.A in public relations with a minor in multimedia, expecting to graduate in spring of 2015. I have served as a public relations intern for a Seattle based biotech company called Seattle Genetics. I used my growing PR skills to generate social media tactics for Seattle Genetics, while also working to design company apparel. In addition, I assisted the PR directors at off-site conferences, utilizing my fresh outlook on today's public relations strategies. In this position I learned how to communicate with other professionals, accomplish tasks in a timely manner, and build relationships with other PR professionals.

Relative to PR, I am interested in event planning. I am interested in this field of PR because I am very organized and creative. I enjoy the aspect of hosting events or parties in order to promote and idea or a cause. My experience in the public relations field will help an organization generate public awareness surrounding a planned event.

Social Media:

I believe social media is a great asset to the world of PR. Social media tools can be used to help spark awareness, connect with people and organizations, and staying up to date with current events. I use social media tools frequently. Twitter remains my favorite platform. I utilize Twitter rather than Instagram and Facebook because it offers a faster and more personal way to connect with potential employers and friends while remaining up to date on current events and news in a very rapid manner. While I enjoy the professional efficiency of Twitter, I maintain other forms of social media on a personal level. I often use Pinterest and a personal blog to connect in a way that is different than the other forms, pinning ideas for crafts, recipes and fashion tips. My personal blog is a space where I can post about traveling, my relationships and follow-ups on the recipes I try from Pinterest.

Strategies:

- A)** I want to accomplish these 3 strategies:
- a. Generate positive self-promotion
 - b. Network
 - c. Listen and learn

In my opinion the first step to becoming active online and on social media is to create something great that can be explored by friends, family and possibility employers. By doing this, I hope to generate positive self-promotion and promote job opportunities.

Networking would be a goal that would entirely advance my social media footprint. Upon generating a positive image, the next step would be to get that content exposed. Exposure of content in a

positive manner creating networks may lead to further positive self-promotion and/or job opportunities.

Listening and learning can be a benefit to my social media footprint as well, as it could help in my personal brand. Exposure to what is happening in the news regarding social media or specific topics I am most interested in could enhance how I present myself on social media. If I am in tune with what is happening around me, I can reflect positive ideas through my social media use.

B) Audience:

I want to connect with potential employers, professionals and friends and family. Since I am interested in event planning, my audience will consist of those interested in hosting or promoting an event. I will present myself to an audience of both genders, appealing to the interests of both men and women in relation to event themes. Connecting with potential employers will provide the exposure I am seeking. Similarly, gaining a network of professionals that could offer opinions, learning opportunities and suggestions will help enhance my social media presence while portraying myself as a potential employee. I also want to use social media to connect with friends and family. I believe these connections are essential to generate a large and influential following.

Focus:

I will use my social media to explore multiple types of public relations in the event planning genre. I will implement tactics that demonstrate my ability to listen and learn, network to potential employers, and establish myself as a professional with a creative outlet. With the implementation of these steps, I will have a way to network, with the hope of advancing my career and generating positive self-promotion.

Strategies:

1. Twitter

- a. Goals: The first step to a successful social media plan is to listen and learn. I will accomplish this goal by subscribing to targeted Twitter profiles of PR professionals. This step is necessary to immerse myself in the latest PR news relating to event planning while also providing personal feedback on the issues or events presented.
 - Establish a greater presence on Twitter.
 - Follow specific event planning professionals in the local area to gain a sense of the demographic in my community.
 - Post three-four tweets per day that reflect a reaction to these professionals and what they are doing in the PR world.
- b. Tactics:
 - Connect with 15 of my top PR professionals interested in event planning.
 - Respond to one tweet from three different professionals per day.
 - Offer a new view on something they are sharing.
 - Obtain follow backs or responses.
- c. Measuring success:
 - Obtaining 30 industry related followers over the course of the term.
 - Generating three tweets per day.

- Gain five retweets a week on the 21 tweets I send.
2. LinkedIn:
- a. Goals: I have created a LinkedIn profile but it is not used or updated to the best of my ability.
 - Update profile to include more professional descriptions and experience.
 - Maintain an account that can be used to connect with potential employers.
 - Continue to represent myself in a professional and positive manner.
 - b. Tactics:
 - Follow between 50 and 100 PR professionals.
 - Use LinkedIn to display my desire to positively network with professionals by completing all previous jobs, additional activities, and education history.
 - c. Measuring Success:
 - Account is completed, up to date and ready to use for networking.
 - Can measure connections with over 50 people.
 - Connect with 10-20 PR professionals who specialize in event planning.
3. Pinterest:
- a. Goals: In order to continue making great content, I need an outlet to generate ideas and formulate concepts. Pinterest could be greater utilized to visually create boards that reflect specific themes of event planning. Theme ideas, venue locations and menus are a few starting points of boards to create.
 - Upload my own ideas, photos or ideas onto Pinterest to generate original content while also building a creative presence.
 - I can link my Pinterest onto my professional blog and LinkedIn so potential employers or clients can scroll through the idea boards to gain a greater sense of my creative content.
 - I will generate a new board each month and pin some of my original content as well as re-pins of others.
 - b. Tactics:
 - Follow around 200 industry professionals, friends and those seeking a similar creative outlet.
 - I will be active on Pinterest four times a week.
 - c. Measuring Success:
 - Pinterest boards are generated and separated into multiple themes.
 - Gain 100 followers back.
4. Personal Blog:
- a. Goals: To further my personal brand as an aspiring event professional, I will use my blog to promote my ideas and professional experience. The focus of my blog is about event planning. Whether it is wedding planning, small private organization events or personal gatherings, I want my blog to accurately depict my ideas and qualifications as a professional. I do maintain an additional blog, using it for personal connection with friends and family while also promoting an image for myself. With my professional blog, I aim to generate a more proficient approach while also offering a window into my creativity and passion.
 - b. Tactics:
 - Generate over 50 followers.
 - Post twice per week.
 - Link blog in Facebook postings, Twitter and LinkedIn.

- Maintain a blog that is creative, interesting and professional.
- c. Outline:
- Set up blog on Wordpress using a template.
 - Update the profile, writing a bio in the about me page.
 - Write an introductory blog post titled “Welcome to my blog!”
 - Write two posts per week, totaling 14 overall.
 - Write one post in response to a prompt, totaling 6 comments.
 - Include a relevant link and image in each blog post, including “in text” links instead of citing at the end.
 - Ensuring that each post is between 200-500 words in length.

Checklist:

Twitter:

- Follow around 50 event planning professionals (**Week 2**)
- Create five initial tweets, tweeting at professionals, or linking popular articles, or expressing an idea regarding crisis communication, social media and branding (**Week 2**)
- Tweet three times per day, with at least one being an @ or a retweet of an industry professional, with two being interesting links or other information (**Ongoing**)
- Create five different lists (**Week 3**)

LinkedIn:

- Connect with 50-100 people (**Week 8**)
- Join five different pages (**Week 6**)
- Continue to update profile (**Ongoing**)
- Obtain 10 industry related connections (**Week 5**)

Pinterest:

- Create new Pinterest boards strictly for event planning ideas (**Week 2**)
- Follow 150 event- related professionals/people with ideas (**Week 4**)
- Gain at least 50 followers back (**Week 10**)
- Pin a combination of 5-10 pins for every two days (**Ongoing**)