

Social Media and You: Setting the Standards of Social Engagement for the College-Aged Mind



A Public Relations Campaign
Created for the Penn State College of Communications
Office of Career Services and Internships
By L & A Public Relations

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Executive Summary:

Our PR plan is focuses to inform Penn State students about social media etiquette and how managing their online presence and reputation will impact their career. The Penn State College of Communications has asked our agency to create and implement this plan. “One in ten young people have been rejected from a job because of the content of their social media profile,” according to a report by On Device Research (Knibbs). In order to reduce this number, today’s college students need to be educated and made aware of the importance that their social media profiles holds. Helene Cavalli, vice president of marketing at Lee Hecht Harrison was quoted in the *Forbes* article stating, “As strong advocated, we spend a lot of time coaching job seekers on how to develop a solid social media strategy. While it isn’t the only strategy for finding a job, it’s becoming increasingly important” (Smith, 1). The objectives for this campaign are 1) to educate at least 25% of the 8,000 freshmen at the University Park campus of Penn State about professional social media use and 2) to inform all Penn State students how much of a role social media profiles play in internship and career placement. The tactics for each of these objectives are further detailed in the appropriate section of the PR plan. The campaign will be evaluated through online surveys as well as observation of public social media profiles of Penn State students after they come in contact with the campaign.

Situational Analysis

A. Client History and Background

Client History:

The Penn State College of Communications Office of Career Services and Internships was founded in 1999 when Robert Martin, now assistant dean for Internship and Career Placement, was added to the College of Communications staff. Prior to his employment, the Penn State College of Communications did not have a distinct department to aid students in internship and career placement. Now, the College of Communications not only helps students find internships but it also holds two career fairs, Success in the City, a New York City based recruitment fair, and JobExpo.Comm, a recruitment fair here at Penn State.

In addition to Martin, Julie Miller, manager of internships, and Stephanie Girouard, office assistant, are also available to assist students in their search for jobs and internships. The Penn State College of Communications Office of Career Services and Internships is now dedicated to directly aiding Penn State Communications students in obtaining the internships and careers they desire.

Client Vision:

The Penn State College of Communications Office of Career Services and Internships aims to help current Penn State students obtain internships in the Communications field of their choosing and full-time employment after graduation.

B. Service, Product, Issue History, Background, and Current State

Current Services of The Client:

The Penn State College of Communications Office of Career Services and Internships offers students a database of various jobs and internships, positions available in the office for academic credit and hands-on experience and an interactive system of meetings and career fairs that can lead to employment. Through these offerings, the Penn State College of Communications Office of Career Services and Internships encourages and aids students in their job and internship searches.

The Overall Job Market Issue History:

Over the past several years, the job market has experienced both difficulties and successes. According to the National Association of Colleges and Employers, almost 40 percent of survey respondents expected to decrease their number of new hires in 2010. Since then, the percentage of respondents that expected to decrease new hires declined each year and was down to about eight percent in 2015. According to University of Georgia's Annual Survey of Journalism & Mass Communication Graduates, the number of job offers for communications-specific positions declined drastically from 2007 to 2009, but since has been increasing again. In 2009, only about 60 percent of graduates has been offered positions, but in 2013 the percentage was closer to 70 percent (Becker). Though the market has improved, there are still hardships graduates face during the job search and the Penn State College of Communications Office of Career Services and Internships aims to bring ease to the process.

Social Media Utilization Background:

The use of social media and the etiquette behind it has become increasingly important, especially over the last decade. Companies are realizing how often future employees are using social media and these companies, brands and individuals use it to their benefit as another qualifying factor for whether or not an individual will be hired.

In April of 2013, *Forbes Magazine* published an article focusing on the role social media is playing in the job market today. The article discusses how the varying social media platforms such as Facebook, Twitter and LinkedIn allow employers to, "get a glimpse of who you are outside the confines of a résumé, cover letter, or interview" (Smith, 1).

To find more information on this, career transition and talent development consulting firm Lee Hecht Harrison performed a survey asking people looking for jobs just how often they use social media in relation to career services. A total forty-eight percent of said they are active on it daily and only 11% claimed to not use it at all.

With this two-way street of utilizing social media in finding employers and also employers finding those looking for jobs, social media and the correct use of it has become critical. Helene Cavalli, vice president of marketing at Lee Hecht Harrison was quoted in the *Forbes* article stating, "As strong advocated, we spend a lot of time coaching job seekers on how to develop a solid social media strategy. While it isn't the only strategy for finding a job, it's becoming increasingly important" (Smith, p.1).

While before social media was simply a creative outlet for individuals to communicate with one another, it has quickly transitioned into a semi-professional platform that plays an active and constant role in whether or not individuals will be hired for the career of their choosing.

The Social Media Issue:

One of the potential risks students face with using social media is finding a balance between recreational use as well as professional use, a line that can quickly be crossed. While social media is advancing and growing in the communications industry, the speed at which employers and companies can gain information on a potential hire can have just as many negatives as it can positives.

In an article published by the California Abbie, Mary Ellen Strayter, a career expert with Monster further explains this notion when she states, “Every recruiter that I know, every HR person that I know are all using tools that integrate social media into the way that companies filter through applicants for jobs. This is accelerating,” Strayter said (Reyes, 1).

The article continues on to explain that the main way companies and employers use social media when attempting to hire individuals is by seeing how the person conducts himself or herself. Crude language, inappropriate behavior and uncalled for photos can without doubt be the determining factor of an individual being hired regardless of what their resume may claim.

The article also discusses the opposite side, where also not having any form of engagement can also hurt a student or graduate’s chance of landing that job. Matt Tarpey, a career advisor at CareerBuilder.com supports this in the article when he says, “If I Google a college student and I find nothing, that is a turn-off. I am less likely to call that person,”(Reyes, 1).

As a result of the information put forth in this article by career professionals knowledgeable about the issue, it is clear that education on the correct behaviors and etiquette in regards to social media usage and engagement is not only advised for college students and recent graduates, but it is a crucial skill for individuals to adopt, especially in the career world today.

Because of this, the Penn State College of Communications Office of Career Services and Internships helps students to not only understand the risks involved with social media but also how to prevent them.

C. Previous Communication Materials

Currently, The Penn State College of Communications Offices of Career Services and Internships does not have a wide availability of previous communication materials. The program does utilize a Twitter account, @PSUCommCareers. Here, the Office has a small amount of followership compared to the number of Communication students present on the Penn State campus. The Twitter account does tweet and post on relevant information related to the Communications industry, career-focused events taking place on campus as well as articles and news stories related to communications as well. Due to its rather low followership, however, the Twitter page is not being used as best as it could be and the Office should aim to increase this followership and gain a greater reach.

The Penn State College of Communications Offices of Career Services and Internships also currently uses a private LinkedIn account page where students must request to be approved and added to receive information posted on the page. While there are positives to making a LinkedIn page private such as controlling unrelated individuals from having access and preventing confidential or Penn State specific career information secluded, it also makes it harder for Penn State College of Communications students to receive and regularly inform themselves on career information posted on the site. Active use and daily checking of the LinkedIn page by the Office of Career Services and Internships would allow more students to join the page in turn allowing them access to more career focused information and resources.

Aside from these additional aides, the Penn State College of Communications Offices of Career Services and Internships web page is the main source of use for students. While the website itself is organized, professional and easily navigable, the awareness students on the Penn State campus have is limited. The Office does not stress the importance of students regularly utilizing the website and actively involving themselves with the many resources available on it. With the active use of social media within the Penn State student population, the Offices of Career Services and Internships would do well by implementing a better social media plan to interest students and engage them on the ways in which the overall web page can help them in obtaining internships and careers after graduation. With avenues for scheduling appointments with Penn State Career professionals such as Robert Martin, career center portals, lectures and employer on-campus visits among many other resources, the web page is a most valuable, current tool for Penn State College of Communications students.

The website also updates current news about events on campus, speakers among other items students find interest in. One article are on the site let students know of a speaker that was coming to Penn State to inform students about proper social media use, especially in today's world. The speaker was Eszter Hargittai, the Delaney Family Professor in the Department of Communication Studies at Northwestern University, who came to inform students of the ways in

which people are using social media, focusing on how just because college-aged students typically use social media more does not necessarily mean they are using it better than anyone else. Another article on the site followed up on an event students could attend with alumni related to career advice and guidance. The event took place in the beginning of October, titled “Mocktails and Real Alumni Advice.” Alumni from the Advertising/Public Relations Network shared their experiences with students as well as provided them with tips and resources to aide them in their internship and career goals. The Penn State College of Communications website regularly posts several articles related to career services for the students to use to their benefit.

D. Competitive Evaluation

Facebook and other social media platforms are no longer used solely for recreational expression and interaction. When posting on any platform, people should consider the fact that their employers, both current and potential, are likely to see what they are saying.

Changing the social media behavior of young people will not be a simple feat. They have been practicing social media presumably for years and likely used little to no filter when posting as a common belief is that deleting posts and comments will make them permanently disappear. In fact, there have been a number of instances when users deleted several posts from their Facebook account only to find that they reappeared months later. Further, Facebook’s Terms and Conditions state when posts are deleted, they often remain in “backup copies for a reasonable amount of time” (Bea), which debunks the idea of permanent deletion.

While there are many articles on the Internet about how to create and maintain a professional social media presence, there are few programs and campaigns on the topic. Business Training Works offers a Professional Image and Social Media Etiquette training course to interested individuals. Through either a conference breakout, half-day session or webinar, participants can learn about effectively representing themselves both in person and online, with topics including using smartphones appropriately, thinking before sending emails and using LinkedIn and other social media appropriately (Business Training Works).

In addition, PRSA held a Social Media Etiquette chat on Twitter during the summer of 2015 (PRSA). Numerous public relations practitioners weighed in on various social media, from having arguments on social media to the worst social media blunder they’ve experienced (PRSA). Not only are chats like this a great way to share thoughts with other professionals, it is a valuable opportunity for students to learn more about the appropriate uses of social media.

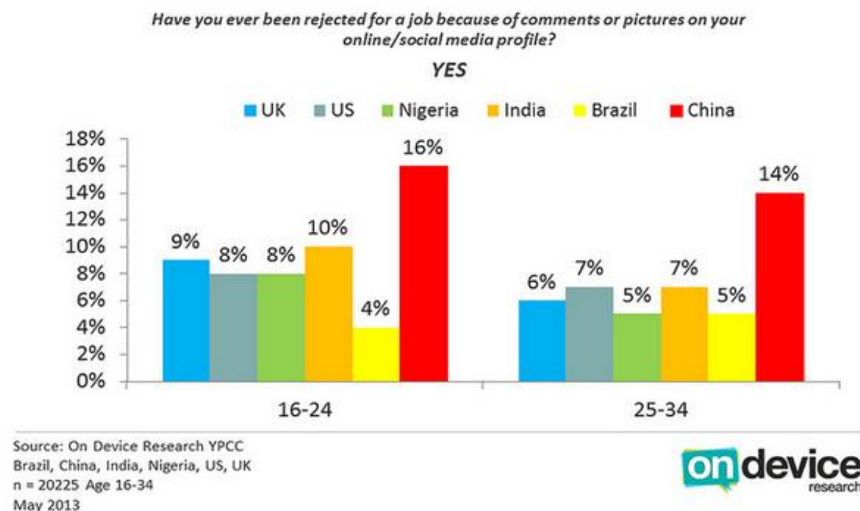
E. Secondary Research

For our secondary research support, we utilized research focused on the effects of social media usage with the teenage, college-aged and recent college graduate populations.

Case Study:

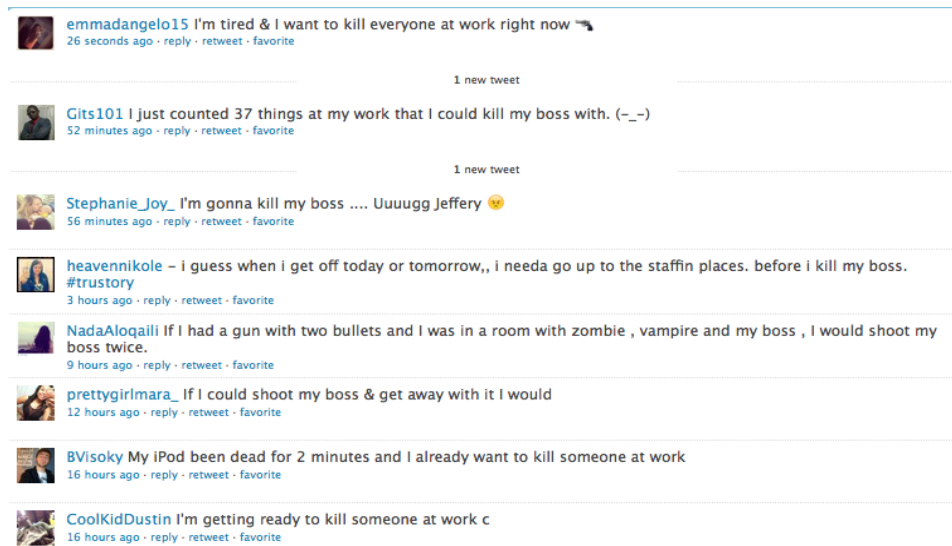
“One in ten young people have been rejected from a job because of the content of their social media profile,” according to a report by On Device Research (Knibbs). Despite the widespread repercussions, the report stated that two thirds of participants are not worried that their social media accounts could affect their jobs negatively. Even posting about coworkers’ behavior without mentioning specifics, as tech developer Adria Richards did, can result in being let go by an employer (Knibbs).

Table 1: Rejection from a Job Based on Social Media Profile



FireMe! is a service that has been developed to gather recent tweets in order to “showcase a worker’s bad attitude about their job” (Knibbs). The service even includes a “Potential Killers” section, compiling tweets that contain threatening content. Though originally created to point out the lack of privacy in social media sites, FireMe! can still catch the attention of any employer and can lead to damage to one’s occupation (Knibbs).

Image 1: Examples of Inappropriate Tweets



Academic Articles:

One of the first articles we studied was written about a Pew Research Center study, outlining the ways in which teenagers communicate and engage with one another in regards to their possession of a smartphone. This article was written by Monica Anderson.

The article found that those teenagers without a smartphone are more likely to engage in social media and phone calling than their smartphone counterparts when communicating with friends and family. The article also gave some statistical findings in regards to social media and smartphone use.

Nearly six out of ten (58%) of teenagers with smartphones claim to use text messaging as their prominent source for communication with others. That is compared to 25% of teenagers without smartphones. In contrast, the study also found that those teenagers without the access to smartphones were a lot more likely to use social media to reach their contacts. The article claims that 28% of on-smartphone owning teens use social media as their main form of communication compared to only 17% of those with a smartphone who use the same outlet for communication.

The study also found an interesting trend for smartphone owners. A total six-in-ten teens with smartphones have made at least one friend online compared to 48% of non-smartphone owners (Anderson).

The second study we found, *The Use of Social Media for Job Placement in Career Centres of Four European Universities: Opportunities and Risks* by Ginevra Gravili (2014) discussed findings in relation to the risks and benefits associated with social media use in career placement departments in Universities and how social media can be used by universities to aide students for employment upon graduation.

The study states that, “In the latest years, the enterprises are progressively changing their recruitment processes abandoning more and more the traditional forms in favor of new processes that guarantee a quality workers profile that measure up to the challenges dictated by globalization and technology (Gravili, 378) highlighting that companies and universities alike are realizing how social media is transforming the working world and how grooming students and employees to utilize this change in a positive way is extremely beneficial for potential hire.

The study continues by outlining how social media has become a two-way street for recruiters and also students. Allowing companies to see a student beyond their classes and grades while also allowing potential future employees to gain more information about the companies and brands outside of their company website. The study also touches on the importance of universities, brands and industry professionals as a whole becoming aware of the rapid growth of social media and how competitive the use of it is becoming. Universities as a whole, especially the career services departments need to reinvent their communication channels and tools in order to keep up in the fast-paced, professional world social media is now a part of.

As quotes in the article, “In this global and national picture, the Universities have to face a great challenge, which is not only economical but mainly cultural where social media become the tool for an innovative communication which encourages connection between different cultures, departments and organizations at a distance without time limits, creating in this way new alternatives as opposed to the formal traditions linked to time and space” (Peluchette and Karl, 2010).

The results of the study found that an average 74.5% of universities around the world have been active users of social media for the past two years and of these platforms, the most used is Facebook. More specifically, 71% of these individuals, realize the importance of utilizing Facebook as a main career communications tool.

In concluding the overall study’s findings, it can be seen that overall, university career services need to be aware of the changing environments and need to develop a new way at looking at job placement if they want to help their students succeed post graduation.

Facebook use in relation to the varying countries studied: Italy, Germany, Austria and Switzerland, the study outlines four different type users of Facebook listed and outlined below.

1. Hyper-awake Universities. They are present on Facebook with interactive pages, with videos, posts, and comments to date. They have a link that leads to the "employed pages."
2. Awake Universities. They are present on the social networks but the page is static;
3. Sleep-wake Universities. They have a Facebook page but they use it with irregular attendance (one day in a week, or every three or four days);
4. Dormant Universities. They have not posted any updates in the 30 days preceding the analysis.

By universities creating a system that allows students to engage themselves in the correct, professional manner with social media, universities will remain competitive within the changing career profess and allow their students to better utilize the resources they have to obtain the careers they desire.

In the third study we found, Literacy in an Age of Social Media- why more is not always better (International Communication Association, 2011), the author discusses not only skills and actual practices of social media as a whole but also talks about the mental capabilities that are needed in order to adapt and cultivate a changing information environment. The article highlights the ways in which being knowledge and intuitive to social media is a necessity through understanding the different aspects that encompass it including, accessing, processing and using information in the appropriate manner when in certain situations. The article states that knowledge in regards to social media is a way to successfully participate in society and conversations today.

The article also discusses how social media has allowed our world and the depth of information available to become a lot larger. That being said, this also makes an individual's voice being heard a lot more difficult. There is a rapidly increasing amount of information available and of this information, validity and truth of the information also comes into question. Specifically because of this, the article states that, " Individuals participating in today's information society not only have to be able to locate, access and process information, they also have to cope with the abundance and ubiquity of information and the fact, that the flow of information on the new Internet never rests.

The article continues by outlining and defining in detail the different forms of literacy individuals in the social media world must adapt to and strengthen in order to success. Regular literacy, the ability to read and write, is no longer the only form that needs mastery; information literacy, digital literacy, among others, also need to be utilized.

Today, digital literacy is becoming of more importance and obtaining skill in it is crucial. Within digital literacy, the article states four areas where mastery should be reached. The four areas are: Internet searching, hypertext navigation, knowledge assembly and content evaluation.

As mastery of literacy becomes more prevalent in the social media world today for employees, companies and overall individuals, the article discusses the effects it can have on the human mind. With increases of information, rapid use of social media, and competition to stay ahead, higher levels of stress can result.

McGrath (1961) describes stress as “an environmental situation that is perceived as presenting a demand which threatens to exceed the person's capabilities and resources for meeting it, under conditions where he or she expects a substantial differential in the rewards and costs from meeting the demand versus not meeting it.” Within this definition he claims there are four components that individuals must master in order to alleviate and ultimately eliminate the so-called stress. These include:

Environmental Situation - Redefinition of organizational structures and business processes through information and communications technology.

Presenting a demand - Adapting to new applications, functionalities and workflows.

Insufficient resources - Lacking time resources and application skills to adapt.

Threatening consequences - Low performance threatens job-security and team position.

This stress has taken on a newer form today, referred to as techno stress that results from individuals over exposing themselves to technological information and communications tools. This stress arises from individuals having too much access to too much information, which inhibits them when trying to interpret and retain the information.

The article states that, “according to Ragu-Nathan et al. (2008), techno stress consists of five factors of which each one can be broken down into several items. The first factor is called Techno-Overload and can be broken down into aspects concerning task complexity, information quantity and pace of work. The second factor is Techno-Invasion, dealing with intrusion of work/technology into private life and spare time. Techno-Complexity is the third factor, containing employees' feelings of inadequacy and incompetence towards information and communications technologies. Fourth, there is Techno Insecurity, referring to decreasing job security due to new technologies. The fifth construct is Techno-Uncertainty, containing concerns of constant technology change as stress inducing factor.”

The article finishes by outlining specific literary research that has been conducted aimed at determining the skills individuals should adopt in order to thrive in a growing social media world.

Current News Articles:

“Half of all job seekers are active on social media on a daily basis, and more than a third of employers utilize these sites in their hiring process” (Smith). More than a third of employers who scan social media when considering candidates for an open position have discovered content that caused them to not hire the individual, and half of those employers said it was due to provocative or inappropriate content. However, 45 percent of those employers said their decision had to do with evidence of drinking or drug use that was in the individual's' profiles (Smith). Posting that you're bored while at work is a sure-fire way to not get hired for a new job. Not only that, but it could also get you in trouble with your current boss (Brown).

On the other hand, almost a third of employers who check social media before hiring potential employees found something positive in the profiles that drove them to hire the individual. Some positive characteristics of profiles include a professional illustration of one's self or that the profile demonstrates that the person is creative and well rounded (Smith).

Another article, from the California Aggie, agrees with what was mentioned by Forbes. Mary Ellen Slayter, a career expert with Monster, told the Aggie that every recruiter and HR person she knows is taking steps to integrate social media scans into their hiring processes. “Social media has given companies a window beyond your resume into your life” (Reyes). Employers can then decide if they feel you'd make a good fit for their company and its atmosphere (Reyes).

There are a few examples that have been seen in the media of when social media has drastically affected, and even ended, careers. Michael Marshall, a teacher at Richmond Green Elementary School in Canada, was fired after his racism behavior on social media was revealed. Students discovered his account, using the handle “@firstatheist,” and found that he mentioned students by name a posted tweets such as “I am way too racist to be a teacher” (Richmond Hill Teacher). Another, more publicized, instance was when Justine Sacco, communications director of InterActive Corp, was fired just a matter of hours after posting the offensive tweet, “Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!” (Dimitrova). She made the comment as she was boarding a flight so she had no internet access for several hours after the post was published. Upon landing, she learned the scope of the outrage she caused and that she had been fired (Dimitrova).

CNN published an article highlighting ten people who learned the hard way that social media can get you fired. The list includes a bus driver who posted on his Facebook profile about a hungry student, a Denver teacher who discussed her drug use on Twitter, a California Pizza Kitchen employee who complained about his uniform on social media and Australian miners who posted their own rendition of the Harlem Shake dance video. These situations demonstrate that posts don't need to be widely offensive and inappropriate, a simple complaint or thought on someone else can be enough to warrant termination (Broderick).

Use of outside social media to communicate about internal information is another thing about which to be wary. Tens of thousands of Veterans Affairs employees used the app Yammer, advertised as “your company's private social network,” for department conversations and are now being chastised by the federal government (Shane III). Though it was used to expedite the communication, downloading the software exposed the VA network to malware and other potential viruses. Using outside apps to communicate with colleague and coworkers can be a violation of company policies, as in this case, and it makes the company's information vulnerable (Shane III).

One way to avoid potentials employers seeing your personal social media profiles is to create separate, professional accounts. This way, you have the discretion about what is readily available to the public, and hiring managers, and what you prefer to keep private. Some professionals advocate for this plan of action while others think maintaining a professional presence on all social media accounts is essential. Suzanne Horsley, associate professor of advertising and public relations at the University of Alabama, says that separate accounts are not logical. “Employers will probably find both, and it will just make you look inconsistent or, worse, like you are trying to hide something,” (Wright). She continues by explaining how social media allows everyone to develop their own

personal brand and having both professionals and personal accounts take a “Jekyll and Hyde” type approach (Wright).

Strengthening your social media presence is one action you can take in an effort to better your chances of getting hired. Forbes suggests including a disclaimer in your Twitter biography, such as “opinions are my own and do not reflect those of my employer” (Whitler). Avoiding posts about religion, politics and other “hot-button issues” is another way to maintain a professional and positive social media presence (Whitler). In addition, when using social media, you need to have a thick skin. There are always going to be people who post negative things, just don’t be one of them or lash out at them. Following these suggestions and mindfully trying to stay professional will aid in creating a good, personal brand on social media platforms (Kleinberg).

Trade articles:

The first trade article we found on PR Week discussed possible plans of the social media platform, Facebook creating a Facebook at Work type of page, allowing the site to compete with other employment sites such as LinkedIn. Users will be better able to connect with companies and employers, as well as companies to potential hires. If this is to come in the near future, Facebook users will need to be even more careful with the information they post. (Spary)

The second article we found on PR Week discussed how millennials really aren’t the social media gurus that they are perceived to be. With terms such as “social ADD,” over sharing and also lacking social media etiquette, it seems that millennials actually are using social media more to harm themselves than benefit.

The article talks about how many companies hire students and recent graduates who claim to be social media savvy expecting them to be able to use these skills in a professional way. in regards to the social ADD term, millennials are found bouncing from one social media to another at rapid speed, which yes, is good for personal use but will not serve them well in the business world. Employers today want individuals who know how to utilize social media efficiently and well calculated.

The article also talks about how using multiple social media channels can be good, but millennials seem to have difficulty creating a common thread between them in order to help businesses reach their consumers through these many channels while maintaining the same campaign image.

This article details an explanation of social media etiquette in regard to millennials and how these individuals lack the knowledge of keeping their business and personal social media use separate. These millennials are sharing too much information, posting content unsuitable for the business environment and are failing to recognize that they can and will be held liable for their social media mishaps (Ward).

This article was focused on a conversation with Business students at NYU about social media and employment. Several students spoke about the social media channels they heavily use to interact with brands and companies, highlighting that when companies post content about giveaways and job openings, they feel more engaged. Twitter and FourSquare seemed to be the platforms that students used, alongside Facebook and LinkedIn as well.

Students in the article also said that there is a fine line between companies engaging with students and being overly annoying, aka posting too much information about the company too often.

The article finished by saying that well social media is aiding students in finding careers, person-to-person interaction is still the best and more beneficial form (Maul).

This fourth article was written after the author spent an afternoon with a Boston University PR class discussing the types of jobs the students hope to get after graduation. Many of the students were concerned about the same issue, basically the expectations that their future employers were going to have for them, especially in regard to technology.

The article then continued to highlight how students view social media and their use of it. Some students felt that they utilized social media because “it’s just what their generation does” while others understood the importance of being knowledgeable on it.

The article finished by saying the employers must realize this divide with students and potential new employees and determining whether or not these individuals do possess the technological skills the company requires (O’Brien).

This last article was based on a previous article in Bloomberg BusinessWeek written by Karen Strauss and Ketchum’s Chief Innovation Officer Ron Culp about how recent graduates can better utilize social media to gain employer's’ interest.

The article describes four tactics students should adopt including:

1. Strong self-presentation on social media: Employers are constantly looking at potential hires social media accounts and including information related to your degree and overall business skills rather than personal information is important.
2. Employers want individuals with unique experiences: Having different experiences than your average student can make an individual stand out when applying to jobs. Volunteer work, multiple languages, or travel are some examples.
3. Look for opportunities on CrowdFlower, Mechanical Turk, Mindfire, or other crowdsourcing sites to help organizations solve problems and seize opportunities: Being knowledgeable on the issues facing a company can make you seem more educated not only on the company but also on the different areas of work they are currently focusing on.
4. Strongly develop interviewing skills: Whether in-person, on the phone, or through Skype or other technological web sources, being able to efficiently and professionally engage with an employer in an interview sense gives individuals a leg up against their competition.

The article aimed on demonstrating the importance of students and recent graduates learning the ways in which potential employers seek out hires and how students can adapt to this to help them succeed in landing the job they desire (Berger).

Public Relations/Communications Recommendations

A. Targeted Publics

- This section focuses on our main target public, millennials, specifically college-aged students. We will be focusing on demographic, psychographic and also media influence and use by our target public. We will be looking at all classes of college-aged students, freshman, sophomore, junior and senior. For this information, the Penn State Fact Book was used as a reference.
 1. Demographics: As of Fall 2014 at University Park, there were 8,581 freshmen, 8,979 sophomores, 11,029 juniors, and 9,113 seniors present on campus. Of these undergraduate students, 46.3% are female and 53.7% are male. Of these students at University Park, 61.8% are Pennsylvania residents and 38.2% are non-Pennsylvania residents.

Table 1: Enrollment by Race/Ethnicity

Undergraduate	Hisp/ Latino	Am Ind/ Alaska Native	Asian	Black/ African American	Native Hawaiian/ Pac Island	Two/ More Races	Sub- Total	White	Race/ Ethnicity Unknown	Inter- nat'l	Total
+University Park	2,224	31	2,423	1,620	33	1,001	7,332	28,499	654	4,056	40,541

2. Psychographics/Media Use: Pew Research Center conducted a study comparing social media and mobile internet use of teens and adults.

Table 2: Online Usage

Who's online? The internet by age groups

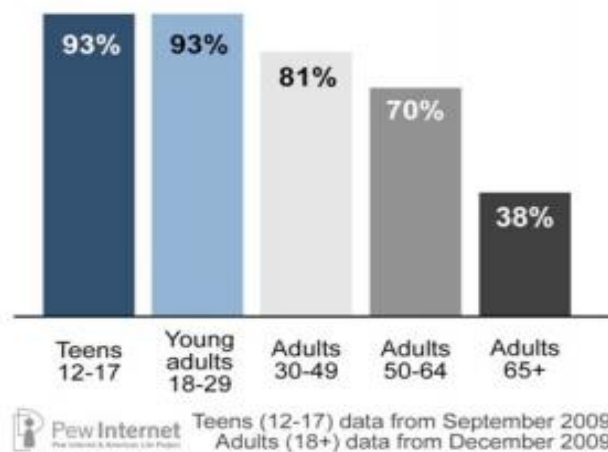
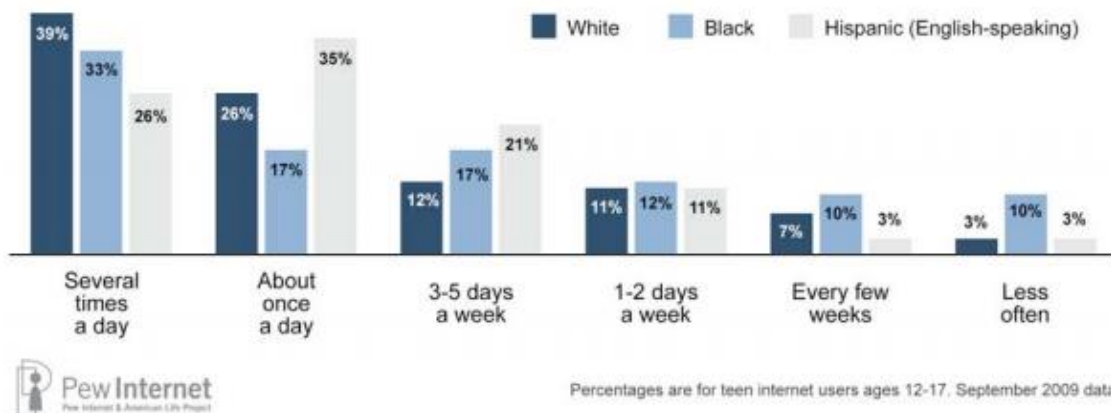


Table 3: Internet Usage by Race/Ethnicity

Frequency of teen internet use by race/ethnicity



- White teens are also somewhat more likely to go online several times a day, compared to Hispanics who only go on once a day or 3-5 times a week.

This study gave us more information about how millennials and young teens are interacting with social media, the internet and social networking as a whole compared to adults. This study supports that the frequency of usage of social media is changing rapidly and the different platforms millennials are using are also changing as well (Lenhart).

B. Public Relations Objectives and Tactics

- 1) To educate at least 25% of the 8,000 freshmen at Penn State University Park about 1) how to use social media in a professional manner and 2) avoid inappropriate use of the platforms.
 - Tactic 1: Complete research on how professionals use social media.
 - Tactic 2: Identify examples of professional online presence.
 - Tactic 3: Identify examples of inappropriate online presence.
 - Tactic 4: Create an agenda for a daylong seminar and seminar series to share this information with students.
 - Tactic 5: Ask Jennifer Dew, Vice President and Director of HR at Ketchum New York, to come speak at the event about how social media can influence hiring decisions.
 - Tactic 6: Create prompts for an interactive Twitter conversation to take place about one week before the event to get students thinking about professional social media use
 - Tactic 7: Develop topics to be covered during each stage of the event using the completed research
 - Tactic 8: Write prompts for another Twitter conversation to take place after the event in order to keep students thinking about professional social media use
 - Tactic 9: Make posters to hang up around campus to keep professional social media use in students' minds
- 2) To inform Penn State students that social media accounts do play a role in career placement upon graduation and how to utilize these platforms in their favor. The tactics below will provide consistent dissemination of helpful information to assist students in grasping this idea.
 - Tactic 1: Collect and utilize statistics and proof of social media as an influencer for career placement

- Tactic 2: Outline and educate students on an array of tips and formats for correctly using social media platforms. (example: Twitter posts, appropriate Instagram pictures, LinkedIn headshot photos, etc.).
- Tactic 3: Connect with a past Penn State student who was hired as a result of exceptional social media presence and usage.
- Tactic 4: Demonstrate to students how to efficiently communicate with professionals through social media platforms, especially LinkedIn.
- Tactic 5: Educate students and aid them in social media aesthetics such as profile pictures and layout of social media platforms
- Tactic 6: Create an informal guidelines booklet with step-by-step instructions for how to create social media platforms.
- Tactic 7: Have a past Penn State communications student write an op-ed piece to be distributed to students.
- Tactic 8: Give students a list of alumni, communications employers, etc. who are currently seeking students in the communications field
- Tactic 9: Create a social media focused newsletter to be regularly distributed to students, faculty and the varying colleges within Penn State highlighting social media presentations, tips, speakers, etc.

C. Creative Strategy

1) *Purpose*—The target public we have for our PR plan includes millennials at Penn State University. A detailed description of Penn State students and millennials is presented in the target public description above. A majority of our primary and secondary research supports that social media use among millennials is steadily strong, with 72% of active Americans 18-29 using social media marketing sites regularly. The ways in which these millennials are using social media is having positives as well as negatives for their professional futures. Our main strategy is to redefine the proper uses of social media, highlighting that in today's world, social media plays a significant role in millennials obtaining a career of their choice post graduation. Our goal is to educate current college students here at Penn State the proper uses of social media as well as the many different channels for social media engagement. We want our target public to understand and be aware of the professional uses of social media and how employers today use it as a main source when hiring potential employers, which could be Penn State students. Our goal is to have our target audience be receptive in not only utilizing social media etiquette but also understanding the positives and potential damaging negatives that can come from poor education of social media. As a result of this, we will compile and make available a vast database of employers and companies interested in hiring students after graduation. With social media use to their advantage, we can help Penn State millennials receive the best jobs for them.

2) *Method*—We are focusing on Penn State students and their use of social media to help propel them into the career of their choice. Because our campaign is focusing on taking students from one point and aiding them to reach another, beneficial point, we are going to focus on a “car” representation. A car takes you from one place, Point A, to another, Point B, typically with ease and simplicity when utilized correctly. However, if not educated properly or only aware of the positives of using a car, negative aspects can result, in turn preventing one from reaching that end location. The same type of scenario arises in regards to students’ use of social media. Especially today, social media is significantly used to aide students in their communication with potential, future employers. Without the proper knowledge and use of this social media and also being aware of the negatives of using it, students are only hurting themselves, and preventing themselves from reaching that “end point” which is a full-time career in the area of their interest. millennials are the future of America and soon will make up the majority of the workforce in our country. We must properly educate these individuals on the technology of the age, to successfully help them “drive the car” and take them from Point A to Point B.

3) *Tone and Mood*—We plan to use the graphic shown below in our campaign. The car itself represents each individual who is working toward his or her goal of a full-time job. The hands protecting the vehicle illustrate professional use of social media; when executed correctly, your online presence can help to keep you “safe” throughout the application and interview processes. However, on the other hand, poor use of social media removes these barriers and leaves you vulnerable to other potentially harmful elements. In terms of tone and mood, we want to avoid scare tactics and instead use an educational and encouraging tone, so as to motivate students to maintain professional social media profiles and not hurt themselves in the long run.



4) *Potential Partners*—There are a few different areas we can partner with to strengthen our program for long-term commitment to social media etiquette. Potential partners include Penn State Alumni working in communications, specifically digital media and how they use social media daily, potential employers who can highlight how they recruit college-aged students and

use their social media involvement as a deciding factor, as well as social media career professionals.

Under The Hood - List of Program Tactics:

- Twitter Conversation (Before the event): Utilizing the Penn State College of Communications Twitter account, we will hold a conversation with Penn State students focusing on relating the different components of a car and directly relating them to the different aspects and techniques for correct use of social media. Students will be able to tweet back at the College of Communications with questions and comments to progress the conversation. The conversation will last until students no longer post questions/comments.
- Newsletter: We will create a newsletter notifying students about social media events taking place on campus and online, as well as highlighting a monthly Social Media MVP, a Penn State student who exhibits professional uses of their social media accounts.
- Op-Ed: Have a Penn State alumnus knowledgeable about social media to create an op-ed piece about how social media etiquette has benefitted him/her in their career. We can feature this op-ed in our newsletter and submit it to Onward State or other Penn State publications where students will see and read it.
- Social Media Workshop - “Social Media and You”: We will create and implement a social media etiquette workshop for incoming freshmen at Penn State to educate themselves on how social media use now will be different than in their younger years. This will be created as a day-long event and an array of workshops focusing on social media education, correct setup of professional social media accounts such as LinkedIn, social media usage, appropriate and inappropriate ways of using social media as well as presentations and guest speakers knowledgeable on the subject. We will try to reach a portion of the incoming freshman class in hopes of beginning correct social media usage among these individuals.

On the Road - Completed Program Tactics:

- Twitter Conversation (Before the event)





PSU-Comm: Career/Int
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Follow

What are some dangers that come along with social media? How could it affect your employment? #DrivingSocialMedia

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7:32 PM - 15 Nov 15 · Embed this Tweet



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@PSUCommCareers



Follow

Now try to integrate the positives and negatives of social media into your car analogy! #DrivingSocialMedia

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7:43 PM - 15 Nov 15 · Embed this Tweet



PSU-Comm: Career/Int
@PSUCommCareers



Follow

Thanks to everyone for participating, what a great discussion. If you have any questions or further thoughts, please contact us! #DrivingSocialMedia

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- Newsletter

February 2016

Penn State College of Communications

“Social Media and You” Newsletter

“Social Media is changing the way we communicate and the way we are perceived, both positively and negatively. Every time you post a photo, or update your status, you are contributing to your own digital footprint and personal brand.” –Amy Jo Martin



Social Media Spotlight:

This month's Social Media MVP is Penn State College of Communication's Allie DeBor. Allie is a senior Public Relations major who has gone above and beyond in her use of social media, specifically her LinkedIn and personal blog, *Eye of a Gemini*, which includes photography as well as published works she has authored throughout her time at Penn State. Allie's superb use of social media landed her an internship this past summer at Energy BBDO in Chicago and she says she is definitely using it for her current job search. Keep up the great work, Allie!



Events

- Feb. 7 Ogilvy Social Media Speaker Presentation at 7 p.m. at Nittany Lion Inn
- Feb. 19 “How can social media land you a job?” seminar at 5:30 p.m. in HUB
- Feb. 22 LinkedIn workshop at 7 p.m. in 103 Carnegie Building
- Feb. 23 *Seventeen Magazine* Social Media presentation at 5 p.m. in HUB
- Feb. 27 PSU-Comm Twitter conversation at 7 p.m.



Penn State College of Communications
Carnegie Building
University Park, PA 16802

- Op-Ed Piece

Dear Students,

Social media has come to be a growing tactic in the world of communications, especially in regards to internship and career placement. As a Penn State graduate from the class of 2007, I have seen how this concept has progressed and benefitted our university. Like many of you today, I attended Penn State University for its renowned communications program, with an emphasis in advertising with a minor in business. With the way the professional world was growing then, I understood and aimed to learn as much about communications and business as a whole as I could.

While spending my time at Penn State, I participated in several internships, each varying in the type and level of responsibility I was given. During the summer after my sophomore year, I worked at a local agency in my hometown of Bethlehem, PA where I was a social media-marketing intern. Over the summer of my junior year, I found myself in the Big Apple, as a strategy/social media intern at Leo Burnett. In March of my senior year, I was fortunate enough to receive a full-time offer from Leo Burnett as an assistant account executive. Without my knowledge and utilization of social media, I firmly believe I would not be where I am today. Now, I have transitioned to Grey Group as an account supervisor where I spend a lot of my time with college interns just like all of you and I do my best to help better educate them on the importance of proper social media use.

LinkedIn and demonstration of social media proficiency are extremely important today. These two resources should be and will be more valuable to you than any other tools during your time at Penn State. The ease with which LinkedIn allows you to not only present yourself in a professional manner but also connect and communicate with business professionals is a social media platform that has changed the course of career exploration and placement. Utilizing LinkedIn maturely, with updated information, pleasing aesthetics and regular use, the platform could be the resource that helps you land the career of your dreams.

Today's world is a technological one and businesses are looking to millennials to be the tech savvy employees they need. Highlight your social media usage and be proud of the creativity and work behind it. If you have a personal website, use it. If you have out-of-this world Instagram photos, show them. You never know the type of creativity businesses are looking for, especially in the world of communications, and showcasing this will only benefit you. All in all, especially as new students in the world of college use social media to the best of your ability and I promise it'll pay off in the end.

Thank you and good luck,

Stephen Bradley
Class of 2007

- Social Media and You



PennState
College of Communications

Office of Career Services and Internships
Carnegie Building
University Park, PA 16802
814-865-4349

Social Media and You Itinerary

- **8:30 a.m. to 9:30 a.m.** – Arrival and check-in period. Complimentary breakfast provided.
 - *Carnegie Lobby*
- **9:30 a.m. to 10 a.m.** – Welcome and overview of the event
 - *Carnegie Cinema*
- **10 a.m. to 11 a.m.** – Seminar about general professional social media use on all platforms
 - *Carnegie Cinema*
- **11:15 a.m. to 12:00 p.m.** – Workshop Session I – develop top-quality LinkedIn profiles and professional websites
 - *Various rooms in Carnegie – assignments given at check-in*
- **12:00 p.m. to 1:30 p.m.** – Lunch break. If you need directions to one of the dining options on campus or downtown, please ask any one of the facilitators.
- **1:45p.m. to 2:30p.m.** – Speaker to discuss the negative effects of poor social media use
 - *Carnegie Cinema*
- **2:30p.m. to 3:30p.m.** – Workshop Session II – divided by major in order to be most effective
 - *Various rooms in Carnegie – assignments given at check-in*
- **3:30p.m. to 4:00p.m.** – Closing of event
 - *Carnegie Cinema*

D. Production Timetable

“Social Media and You” Public Relations Program Production Timetable

<u>Date</u>	<u>Activity</u>
Social Media Newsletter	
January 12, 2016	Design template and format for newsletter
January 14, 2016	Gather information for newsletter
January 15, 2016	Draft copy of newsletter select graphics and photos
January 18, 2016	Layout final newsletter
January 19, 2016	Proofread newsletter and print final copy
January 25, 2016	Send electronic copy of brochure to printer with order for 1000 copies
February 1, 2016	Launch and distribute newsletter
Stephen Bradley Op-Ed Letter	
January 14, 2016	Connect and discuss letter with Mr. Bradley
January 21, 2016	Receive draft copy of Mr. Bradley’s letter information is correct
February 1, 2016	Distribute letter with social media newsletter
“#DrivingSocialMedia” Twitter Event	
February 15, 2016	Draft 10 Twitter posts
February 22, 2016	Edit Twitter posts...make sure page and hashtag information is correct
February 24, 2016	Create calendar to schedule posts
March 8, 2016	Host and conduct Twitter event
“Social Media and You” Event	
March 8, 2016	Send email to Jennifer Dew asking her to speak at the event
March 15, 2016	Create itineraries for the event
March 16, 2016	Begin promoting event on social media and through email listservs
March 19, 2016	Send an E-Blast to College of Comm. students and faculty as a reminder about the event
March 21, 2016	Pick-up breakfast food from Panera
March 21, 2016	Set up table in lobby of Carnegie and lay out food & itineraries

E. Media List

Outlet	Contact Name	Email
Centre County Gazette	Chris Morelli	editor@centrecountygazette.com
Centre Daily Times	Frank Ready	fready@centredaily.com
State College Magazine	Kate Delano	kdelano@statecollegemagazine.com
Town and Gown State College	Dan Myers	dan.myers@StateCollege.com
Penn Stater Magazine	Angelo Sciaffa	angelo@foxrungle.com
Onward State	Megan Flemming	meganflemming@onwardstate.com
WPSU (91.5 FM)	Emily Reddy	ereddy@psu.edu
Penn State News	Lisa Powers	lmr8@psu.edu
The Collegian	Shannon Sweeney	editorinchief@psu.collegian.com
StateCollege.com	Zach Berger	zach.berger@lazerpro.com

F. Budget

**Penn State College of Communications Budget
for the “Social Media and You: Setting the Standard of Social Engagement for the College-
Aged Mind” Public Relations Program**

February 2016 to August 2016

Op-Ed Story:	<u>Itemized</u>	<u>Subtotal</u>	<u>Total</u>
5 hours per story @ \$72.00/hour for writer	360.00		
30 min. for email to accompany story @72.00	36.00		
1 feature stories	396.00		396.00
Newsletter:			
2 columns x 3 inch @ 15.25 inch (open rate)	91.50		
4 ads @ 91.50 each (production included)	91.50		366.00
Tweets:			
1.5 hours for research for 7 tweets @\$72.00/hour	108.00		
3 hours for writing 7 tweets @\$72.00/hour	216.00		
30 minutes to proofread tweets	36.00		
7 tweets	360.00		360.00
Social Media Workshop:			
40 continental breakfasts @\$49.99 each	200.00		
Speaker travel and accommodations (two trains, College of Comm driver in Harrisburg)	140.00		
Total for Workshop	340.00		340.00
PR Plan Development:			
64 hours of research, writing, and editing @60.00/hour	3,840.00		3,840.00
PROGRAM TOTAL			5,302.00
10 percent contingency fund			530.20
PROGRAM GRAND TOTAL			<u>5,832.20</u>

Evaluation

In order to gauge the effectiveness of our campaign, we will use two methods of measure. To start, we will utilize an online survey. It will be sent to the individuals who receive our newsletter and who attended the “Social Media and You” event. Some questions that will be used include: How would you describe your behavior on social media prior to the “Social Media and You” campaign? How would you describe your behavior on social media campaign after the “Social Media and You” campaign? What information stuck out to you the most from the newsletter/event?

Further, since social media is a public platform, we will look at the profiles of individuals who were involved with our campaign to see if their behavior did in fact shift. This way, we will be able to see whether or not the social media use of students is more professional as well as the students’ recognition of the change, or lack thereof, in their tendencies.

Appendix

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Charts

<div> Crosstab Private Eye Trend </div>		18	19	20	21	18 - 24
Total	Sample	219	193	153	189	1,176
	Weighted (000)	5,605	3,867	4,139	4,707	28,048
	Vertical %	100%	100%	100%	100%	100%
	Horizontal %	2.44%	1.68%	1.8%	2.05%	12.2%
	Index	100	100	100	100	100
	Total %	2.44%	1.68%	1.8%	2.05%	12.2%
SOCIAL MEDIA USER	Sample	199	174	142	168	1,043
	Weighted (000)	5,079	3,042	3,867	4,403	24,496
	Vertical %	90.6%	78.7%	93.4%	93.5%	87.3%
	Horizontal %	3.26%	1.95%	2.48%	2.83%	15.7%
	Index	134	116	138	138	129
	Total %	2.21%	1.32%	1.68%	1.91%	10.6%

<div> Crosstab Private Eye Trend </div>		Total	18 - 24	18 - 34
Total	Sample	12,305	1,176	2,832
	Weighted (000)	230,124	28,048	67,663
	Vertical %	100%	100%	100%
	Horizontal %	100%	12.2%	29.4%
	Index	100	100	100
	Total %	100%	12.2%	29.4%
SMARTPHONE USER	Sample	6,537	866	2,109
	Weighted (000)	122,349	20,458	48,404
	Vertical %	53.2%	72.9%	71.5%
	Horizontal %	100%	16.7%	39.6%
	Index	100	137	135
	Total %	53.2%	8.89%	21%

<div> <div>Crosstab</div> <div>Private Eye</div> <div>Trend</div> </div>		Total	18 - 24	18 - 34
Total	Sample	12,305	1,176	2,832
	Weighted (000)	230,124	28,048	67,663
	Vertical %	100%	100%	100%
	Horizontal %	100%	12.2%	29.4%
	Index	100	100	100
	Total %	100%	12.2%	29.4%
3 OR MORE TIMES A DAY	Sample	1,793	399	886
	Weighted (000)	37,398	9,678	21,620
	Vertical %	16.3%	34.5%	32%
	Horizontal %	100%	25.9%	57.8%
	Index	100	212	197
	Total %	16.3%	4.21%	9.4%
4 - 6 TIMES A WEEK	Sample	553	80	168
	Weighted (000)	11,314	1,830	4,048
	Vertical %	4.92%	6.53%	5.98%
	Horizontal %	100%	16.2%	35.8%
	Index	100	133	122
	Total %	4.92%	0.795%	1.76%