

imPRessions

November 2011

A monthly MSU PRSSA newsletter

In this issue...

pg 1: President's Letter
pg 2: When I Grow Up...
pg 2: MSU vs. PSU Blood Drive
pg 3: Tech Smart
pg 4: Fan Freedom
pg 4: Perception is Reality
pg 5: Hub Con: social media beyond personal use
pg 5: "Dream...small?"
pg. 6: Member of the Month

Important Upcoming Dates...

November 10- Red Cross Blood Drive
November 22- General Meeting
December 6- General Meeting

President's Letter

Hi everyone!

A few weeks ago, three executive board members and I had the pleasure of attending PRSSA's National Conference in Orlando. The theme of the conference was 'Perception is Reality.' It was a fitting theme for a group of PR-junkies. We attended numerous sessions surrounding trends of the industry, chapter development issues, different sectors of PR, media training and more. We were even able to meet up with fellow Spartans who were attending the PRSA National Conference just down the road. One of the most rewarding experiences was being able to meet and network with other pre-professionals, like ourselves, in PRSSA Chapters across the nation. There is no doubt that what we learned at the conference will be able to benefit you, as members, as we go through the rest of the year. Feel free to come talk to the E-Board after the meeting to learn more about the conference and PRSSA as a national organization!



Best,

Kristen Selasky

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Public Relations
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 Michigan State University PRSSA

When I Grow Up...

As told to becky CUNNINGHAM

Mallory graduated from Albion College in 2010 with a major in Political Science and minors in English, Economics and Management. Before working at Netvantage Marketing Mallory had various positions at giftzip.com, Maverick Media and Beaumont Hospitals.

Describe your position now.

I am the Director of Social Media for a search marketing firm (Netvantage Marketing). I am a member of the search optimization team, but more specifically touch social media strategy and outreach. In short, it is my job to make sure that our clients come up first for their keywords on Google and I use social media as a tool to do this. I am also a contributing writer for Entrepreneur Magazine and Social Media Examiner and teach the Google Online Marketing Challenge at Albion College.

What advice do you have for members looking for internships or jobs?

If you're looking for work in this field, it is important to establish your online footprint early. Also, take on projects for free, even if it is just for your club, sorority or family business. Being able to demonstrate prior experience will help you land the job. Also, be active in the digital world whether it be on Twitter, a digital portfolio or your own blog.

What do you know now that you wish you would have known in college?

I'm sure there are a lot of things I wish I would have known. One thing in particular that my education didn't really prepare me for was the extensive nature of the organic search marketing world. It is huge, and rarely gets addressed in traditional marketing classes.

What is the most enjoyable project you have worked on at your job?

I had the pleasure of working for a start-up from the ground up. The once small start-up was recently purchased by a global firm which was a very cool day. I had handled all the social media, PR and search engine optimization from the beginning. In 2 short years, we developed a social media following of nearly 14,000 and were ranked first for our keywords. It was a great learning experience to be the trenches and extremely rewarding to be present for the final sale.

How have you found the area you work in to be different than the other areas of PR?



Mallory Woodrow
Director of Social Media
Netvantage Marketing

Social media is a lot about reputation management, so in that way, it is similar to traditional PR. However, the digital realm is in real time and moves a lot quicker. There is far more chatter to take into consideration than with traditional PR. With that being said, there are also a lot more opportunities to network within the social landscape.

What was your transition from college to the "real world" like?

It is always an adjustment moving from one phase of your life to another, but working with awesome people has made my time far more enjoyable.



Red Cross Blood Drive

The Michigan State University versus Penn State University Red Cross blood drive will take place Thursday, Nov. 10 from 11:15 a.m. to 5:30 p.m. We are trying to beat our goal from last year and collect more than 50 donations. The drive will be held in the WKAR STUDIO in the Communication Arts and Sciences Building. Please email Caitlin Cox (caitlin.r.cox@gmail.com) if you would like more information or to sign up to volunteer.

Google It

by veronica KIEFFER

After months of waiting, Google finally released its new social network Google+. Putting an end to the rumors and speculation, the network has overall received a warm welcome in its initial months by social network users. All the hype over Google+ was driven in most part by the privacy settings that it offers. It works in circles that are more closely related to “real life” social networking. Users are invited to create online social circles and tailor available information and updates accordingly.

Social networking has already proved itself as a huge presence in the lives of its users. However, it is apparent that the sites available are lacking a connection to the actual dynamics of offline rela-

tionships. College students and young professionals are demanding the online world to respect the same boundaries as the offline world. This is even more conflicting as they are expected to be pillars of the social media world when they leave college. However, the deactivation option is looking pretty appealing as new graduates enter the professional world. The social networks that were previously available deposited all online connections into one homogeneous group. User updates are available to everyone, all at once. Compare this to offline relationships where people maintain multiple social circles and censor everything from language to appearance accordingly. Hence, the untagging and pending requests begin to mount on online networking sites.

Users are begging to be able to focus their online persona without suffering through endless security settings. Here

is where Google+ steps in. The circles allow users to categorize relationships however they deem appropriate whether it be acquaintances, friends, work, or family. The circle possibilities are endless. Then for each post or update users have the option of which circles they want to share it with. Google+ also unveiled their “Hangout” feature. This allows users to hangout or video chat with up to 9 people via computer or smart phone. In lieu of video, there is also a messaging feature on the site.

These are just a few of the features offered to users by Google+. Google has already begun to streamline their services by getting rid of Google Buzz. Businesses and public relations professionals are sure to take advantage of the highly anticipated business profiles. With a growing user base the site has the potential to make a big impact on consumers and businesses alike.



TECH Smart



10 Reason to Link on LinkedIn

by chelsea DIETLIN

The thought of creating and managing another online account can be wearing. But while we are all posting content about how “crazy” Halloween was and that studying for exams suck, we are leaving behind a virtual online footprint that is all too often discovered by the wrong people. With Facebook, Twitter and blogs playing such an integral role in our social lives, portraying an unprofessional image is unfortunately an inevitable downfall of 24/7 connectivity. So, wouldn't it be nice to have something out there acknowledging you're more than a broke, drunk, college kid? LinkedIn allows you to manage a professional identity by building and engaging a professional network. Here are ten legitimate reasons you should join with me:

1) When professionals “Google” search your name, your LinkedIn account will appear within the top five hits (mine is #3).

2) Businesses often search LinkedIn for intern and employee candidates.

3) You can join the MSU and PRSSA alumni groups which can lead to employment opportunities.

4) It serves as a more professional way of contacting high profile people about job or professional inquiries.

5) I have had supervisors change locations since leaving an internship, LinkedIn allows me to keep track of their current location and keep my reference list updated.

6) You are in control of who you link with and who can view your content.

7) You can help others link with your connections and therefore build professional credibility.

8) LinkedIn also serves as a great way to obtain background information for organizations and companies, which can help you prepare for the application/hiring process.

9) You can find information such

as your boss's school, colleagues and business partners which could serve as tools for small talk.

10) LinkedIn allows you to stay informed about professional conferences, tradeshow and training events relevant to your career field.

Creating your account is very simple. Make sure you have a professional headshot, no weird faces or crazy hairstyles. The purpose of this photo is for others to identify you in a professional setting. Next, upload your resume and LinkedIn will sort that content onto your profile with only minor adjustments required from you. If you don't have a resume you can do what I did and manually input content, I like to go into more detail about my work projects than I do on my resume. LinkedIn will guide you through the rest of the profile creation process. There are no excuses for you not to have a profile now, so get out there and LINK!

WE THE FANS believe we own the tickets we buy;

by chelsea DIETLIN

...is the wringing campaign for the national "Fan Freedom" project. Event goers around the states are protesting the new ticketless entry process endorsed by many celebrities and universities. Once able to use an actual ticket to enter the event, paperless ticketing now ties your admission to the purchaser's license and credit card. This concept is aimed to limit scalping and make our society more "green" by reducing the amount of printed paper on the streets. Additionally, this process virtually eliminates all rights of the ticket holder.

Maybe this is just me, but I still have the ticket stub to my first concert. Whenever I am looking for a stroll down memory lane I love to whip out the old scrapbook and re-tell my stories of adventure. What would I do now? Paste the confirmation email next to the picture with me in a Spice Girls concert tee standing next to life size replicas of the 90's pop sensation? Thanks for the memories Ticketmaster!

Besides the obvious loss of a pivotal keepsake in childhood development, there exists the threat of monopolization of the ticket industry. With the tickets being linked to your personal identification cards, you can not sell, exchange or giveaway your admission without handing over your license and credit card. This also means if an event sells out, tough cookies you're not going. So you better be online at 10am next Tuesday when tickets go on sale, and Justin Bieber doesn't care if you have a job. It doesn't take a degree in economics to guess that given an increased immediate demand, a static supply and one sole distributor that ticket prices are going to increase.

Believe it or not, advocating for issues such as the Fan Freedom project is a form of PR. Crisis Communication is a specialty in public relations aimed to protect an organization, individual or company when facing a public challenge to its' identity or reputation (Wikipedia). Stubhub.com, a ticket reselling forum, approached the agency where I am interning for support in the Fan Freedom project. They believe in the ticket holder's rights and ultimately they want to stay in business. In an age where we have social media platforms generating news 24/7, a media firestorm can destroy the public's confidence in an organization and prevent the business entity from effectively responding to the demands of the crisis. In such scenarios, experienced crisis communications specialists will be brought in to guide them through the recovery process and hopefully keep the business's reputation in tact. As long as people continue to gossip and thrive from controversy, there will be job openings for public relations students.

Perception is Reality: inspiring effective communications at the National Conference

by jeannette CONKLIN

In October, I spent four days in Orlando at the PRSSA National Conference with three other PRSSA members. The conference theme was Perception is Reality: Inspiring Effective Communications. That's exactly what happened.

Students from PRSSA chapters all across the country gathered for the annual conference to hear thought-provoking speakers, network with peers and professionals and attend sessions to learn about public relations in a unique setting. Sessions included a variety of topics, like global public relations, crisis communication, sports public relations, social media, media training, officer discussions, health care public relations and countless others.

The brilliant speakers were from diverse backgrounds and held a variety of jobs. Richard Levick, of Levick Strategic Communications, gave insight on crisis communications – he worked on infamous cases like the Taco Bell

beef scandal and the BP oil spill. Geno Church, from a company called Brains On Fire, explained the power of social

story. All of these speakers, and others, showed attendees all of the different opportunities there are in public relations.



Not only were we exposed to unique professionals, we had a wonderful opportunity to network. I met students from the Penn State, Indiana, UC San Diego and LSU chapters, just to name a few. We were all there eager to meet others, to grow as professionals and to help our chapters.

Because the PRSA conference was held at a nearby hotel, we also had the opportunity to meet MSU alumni, as well as public relations professionals employed at MSU. We definitely felt the Spartan love in Orlando.

The PRSSA National Conference was nothing less than inspiring.

It was an opportunity to see a side of the public relations industry I was never exposed to. I met many people and took away a lot of information to benefit me in my education, career and in my work at our own PRSSA chapter.

media when it comes to causes and movements. Gary Buchanan, in creative marketing at Walt Disney, demonstrated the importance of innovative ideas and having fun when trying to tell a

