

PUBLIC RELATIONS END OF YEAR REPORT

SUBMITTED BY ALEC KNIGHT: 2020-2021 PUBLIC RELATIONS DIRECTOR

WEEKLY GIVEAWAYS

- Desktop stress toys purchased for weekly giveaways every Friday
- Student Government related questions asked, RNG used to select winner from those who answered correctly

WEEKLY ALUMNI APPRECIATION POSTS:

- List of all Student Government requested from Office of Advancement
- Temporary access granted to spreadsheet with contact information
- Gmass used to send emails more efficiently
 - Gmass is available as a free subscription, but a paid subscription is needed in order to be able to send more than 50 emails per day
 - The list provided by the Office of Advancement had over 800 names, and I was only able to get through the first 400 before losing access to the document. I would definitely recommend reaching back out to the Office of Advancement for the last 400 names on the list! (It's sorted alphabetically)
- Google Doc made containing all of the remaining responses from this year

ACCOUNT USE

- Main goal is to interact with and spread information to students:
- Vast majority of posts were on instagram: Youngest average audience
- Facebook and Twitter used primarily to promote important events, such as the Women's Leadership Conference

WEEK TO WEEK PROJECTS

- The vast majority of my time was spent on unscheduled week to week projects

- Graphic designs to be posted either on social media or printed as posters
 - Recent Examples: Academic Accolades invitation, Women’s Leadership Conference stickers, and Sexual Assault Awareness and Prevention Month stickers

RECOMMENDATIONS TO FUTURE PR DIRECTORS

- Week to week projects are the most important things to take care of, so make sure to prioritize them over other things. Sharing in-process designs with the committee chair that you are working with is a great way to better understand what they have in mind for a graphic.
- I would highly recommend dedicating part of the PR Budget to a Canva premium subscription
- Make use of a “PR Director Communication Channel” as shown below. I didn’t do this, and it would’ve made life much easier if I did. The idea is to upload a spreadsheet to the PR Director folder of the shared drive so that people can list requests and due dates. Balancing a few projects at a time is common, and having all due dates listed on one page is much more convenient than scrolling through separate direct messages.

PR Director Communication Channel					
1	If you have any concerns, suggestions, or immediate needs, please contact Jesse Wren at 1-573-604-2665.				
2	Date	Name/Committee	Request	Insert Attachment/Link	Dates/Deadlines
3	12/21	External Affairs	Update alumni newsletter and send it by email	(RE: Emily Smith)	12/21
4	12/28	ESFAC	Proposal poster	om/design/DADvaM9-pjY/gQBQWP7jQF	12/29
5	1/7	PR Director	Welcome back post	om/design/DADwYDvSgB4/LHA5in01oQ	1/13
6	1/14	WLC	Create a Facebook event	(RE: Kaylee Jacobsen)	1/14
7	1/17	WLC	Meet with Kaylee and discuss social media strategies	www.facebook.com/events/8209245616	1/24
8	1/23	Academic Affairs	Meet with Josh and design/discuss poster for Educator of Year awards.	om/design/DADx2meTAYvA/7F4NXYBx8r	1/24
9	1/26	Sustainability Committee	Share proposal form on Social Media	(RE: Truman Today Newsletter Link)	1/26
10	1/24	PR Director	Social media poster / back to school giveaway	com/design/DADyD7r3lBM/BOLQ41jw-1	1/27
11	1/26	WLC	Schedule Poster for Facebook	ym/design/DADyJINRk3o/BbFV1J1EmQl	1/27
12	1/25	Academic Affairs	Social Media Advertising/Snapchat Takeover	(RE: Josh German)	1/28 Meeting
13	1/23	External Affairs	Advertise Voter Registration Drive	om/design/DADlAqDWSjil4Mfal_1uOv3e	1/29
14	1/28	WLC	Post Schedule to Facebook and Social Media	(RE: Kaylee Jacobsen)	1/29
15	1/30	Diversity	Post TEDx Playlist and Photos	(RE: Shania Montufar)	1/31
16	1/24	Academic Affairs	Advertise that nominations are open	om/design/DADx2meTAYvA/7F4NXYBx8r	2/3
17	1/23	Purple Friday	Advertise Semester Purple Friday Events	(RE: Abbie White)	2/5
18	2/6	Academic Affairs	Advertise Nominations	(RE: Instagram Poll)	2/6
19	1/28	Purple Friday	Palentines day poster	(RE: Abbie White slack)	2/7
20	1/28	Purple Friday	Palentines day facebook event	Abbie - 2/9 meeting	2/9
21	1/28	Academic Affairs	Advertise nominations (use past quote)	(RE: Google Drive)	2/10
22	2/10	WLC	Speaker Spotlight - Keynote	(RE: Google Drive)	2/10
23	2/10	WLC	Speaker Spotlight - Government Panel (Anne, Brianna)	(RE: Google Drive)	2/11
24	2/11	External/Diversity	Post reminder to vote	(RE: Shania Montufar)	2/11
25	2/11	WLC	Speaker Spotlight - Government Panel (Sarah, Jessica)	(RE: Google Drive)	2/12

- Continue weekly giveaways and alumni appreciation posts
 - Giveaways are a great way to ensure engagement with followers, and followers feel more connected to Student Government when they are able to correctly answer questions. Keeping giveaway prizes around \$10 per piece is enough giveaways every week, and allows considerable budget space for other projects that come about.
- Katie Best in Publications is the best person to contact for printing logos and approval (truman.kbest@gmail.com). She has many other duties which complicate her schedule, so it is important to have poster designs sent to her for approval at least a week before the hard copies are needed.