

# PR Director End of Year Report 2022

## Submitted by Colleen O'Reilly

### Social Media

- Have fun with social media! Put some faces on there (show off the cool people on the body)
  - Takeovers are a really easy way to do this – just make people sign up and give them the password to the account the day of. They can make a post introducing themselves and all is well.
  - Additionally, people can provide you with information about themselves if they don't want to do a full on takeover and you can do a member spotlight.
  - I would recommend doing a form of member introduction at least once a week. It's fun and easy!
- Committee spotlights! This is an idea I had for this semester that I wasn't able to implement, but it could be really fun! Basically a committee member would do a takeover or send in information about what the committee is currently working on and their plans for the rest of the semester, ways people can get involved, who the members are, who the chair is, what committee members do, etc. Basically, you're showing off how the committee works so that people are more comfortable with the idea of joining that committee as an associate senator or just reaching out to the committee about some of the needs they have.
- What takes up the most time?
  - Making graphics. I'd recommend browsing through other student government/similar accounts and seeing what they have on their Instagram, etc. because this is a great way to get inspiration. I personally love UMKC Dems because everything follows a similar color scheme, and that's something that could be cool to look into for next year.
    - The UNI has a Canva Premium Subscription, so you might chat with Laura Bates about using the branding tool to make this process easier on yourself. I know they already use it for Greek Week and basic Truman stuff, so making something specific to StuGov could be cool.

## **Posters**

- The correct poster proportions are 11x17 in. When you do the automatic poster on Canva, it is not these proportions.

## **General Advice**

- Take some time to just familiarize yourself with the body (especially the chairs). Some committees love to make their own designs, and you will love them for that.
- *Make sure you make expectations clear about turn around times.* I think I asked for people to give me at least a week's notice for stuff. (A Google Form is the best way to do this! Set email notifications for when people fill this out.)
- Send in progress designs to the person who requested them! They often aren't sure what they're looking for until you give them an idea, so communication is really important when you're bouncing ideas off of one another.
- Overall, make sure that you're enjoying this position! This should be a role where you're able to have an artistic/creative outlet, so it's supposed to be fun!
  - On that note, try not to overwork yourself because it's easy to run out of ideas. Brainstorming a list of ideas for different committees at the beginning of the year is a helpful thing to come back to later when you're feeling burnt out.