

## 1. Introduction & Background

- a. My name is Kathleen Nguyen and I am a public relations senior in the School of Journalism and Communication (SOJC) at the University of Oregon. I have always enjoyed having a fast-paced lifestyle, where I have to think quickly and come up with solutions efficiently. With my past experience in retail and my interest in problem solving, I have found a strong interest in crisis communication. I previously interned for the American Cancer Society as a social media intern and assisted with the planning process for the Eugene/Springfield Relay for Life. I held this position for two years. This past summer, I was the social media intern for Dari Mart, a local convenient store where I created content for the Twitter account and produced news releases for events and promotions. Currently, I work for the University of Oregon's Parent and Family Programs where I assist with the communication, membership and event planning. I also am an Account Executive for Allen Hall Public Relations, a student-run firm.
- b. I am not only interested in crisis communication, but also the technology, hospitality, and food and beverage industries. I use Facebook, Twitter, Instagram, Pinterest and LinkedIn on a regular basis. I have used Facebook professionally for the UO's Parent and Family Programs, where I maintain and update the Facebook page. I have found success with LinkedIn and Twitter in connecting with PR professionals and thought leaders. I use Instagram and Pinterest often but do not use them to their full potential. I hope to be able to transition those into a professional social media profile and create a professional online blueprint.
- c. There are a number of social media tools that I am interested in but haven't used professionally. I looked at the About.me site, but haven't gotten a chance to explore the website as much to see how it could fit into my professional social media profile. In the past, I have tried to create a PR blog, but have failed. Although I am excited to start blogging this term and hope that I can continue to use my blog for my professional social media profile and become useful for potential future employers.

## 2. What I Want to Accomplish

- a. The three strategies that I would like to use are:

- **Listen and learn**
  - **Create great content**
  - **Establish my professional network**
- b. My audiences are **employers, students, friends, family and professional connections**. I will connect with professionals and use those connections to get a point of view from others and prospective employers and connections.
3. I will use social media to explore my interest in public relations regarding crisis communication. My strategies include listening and learning, creating content to express and explore my ideas, and establish my professional network to connect with thought leaders. This will help me create my own personal brand and a strong network of professional contacts for future job opportunities.

## **How Will I Get There?**

### **1. A) My Strategies and What's Involved**

- a. Listen & Learn
- a. **Twitter:** I will follow PR professionals to see what they are reading/talking about. Through this I will also look to see who they are following and consistently read the content and learn from it.
  - b. **LinkedIn:** I will listen to articles and blogs that PR professionals are posting on their LinkedIn account. I will also see what types of industry they are interested in.
  - c. **Netvibes:** I will use Netvibes to broaden my knowledge about PR and crisis communication. This will help me get ideas for blogs.
- b. To create great content
- a. **Twitter:** I will post things that I think potential employers or connections would find interesting and are related to crisis communication.
  - b. **LinkedIn:** I will read content that PR industries/companies are producing. I will use this to my advantage by seeing what people are interested in reading.
  - c. **Netvibes:** As I read articles that pertain to crisis communication, I will be able to create content that viewers are interested in reading and staying up-to-date with the news.
- c. Establish a professional network
- a. **Twitter:** I will use my Twitter account, where I will find people that have jobs that I want or admire. I will look at their list, and see who they follow. I will consistently read the content from these.

- b. **LinkedIn:** I will establish my professional network through LinkedIn by tailoring my profile to present my full potential and get connected with other PR professional who I admire.
- c. **Netvibes:** As I read articles, I will be able to see who is writing those articles so that I can potentially follow them on Twitter and connect with them.

## B) Tactics

- **Twitter:** Update my picture and bio; follow at least 20 more professional connections, potential employers and brands that I admire or find interest in. Establish a twitter following.
- **LinkedIn:** Update my picture and upload my current resume, establish connections and build my personal brand.
- **Netvibes:** I will create an account; have news articles that deal with crisis communication be a main topic and continually read articles.

## C) How I Will Know That I Am Successful

- The amount of followers on my blog; my goal is to have at least 5 followers
- Gather a Twitter following of 100+
- Gather contacts on LinkedIn
- Get retweets on Twitter
- Get messages or requests on LinkedIn
- Gain comments on my blog posts
- Refer to a blog from Netvibes in my blog posts

## 2. Blog

- a. My general focus is crisis communication. My interest in a fast-pace type of environment would be ideal for crisis communication because it causes you to think quickly while also being clear and concise. I want my blog to be informative, clear and concise where readers are able to read and understand my point of view on an issue or topic.
- b. **Outline**
  - Set up blog on Wordpress, template, profile, blogroll, and widgets
  - Write introductory post and About Me page
  - Follow 10 PR blogs
  - Write two posts per week, for 14 total
  - Add a code of ethics
  - Comment on other blogs
  - Include a relevant link and image with each post
  - Always reference the original writer or photographer

## **Editorial Calendar**

- Week 3 – Target Breach
- Week 4 – Chris Christie/political crisis
- Week 5 – Sochi Olympics - JC Penney tweet
- Week 6 – West Virginia water contamination
- Week 7 – Barbie app
- Week 8 – AOL two million dollar babies
- Week 9 – Office Max – mail sent to father whose daughter died and student who received mail as “a slut”
- Week 10 – PR fails and why they didn’t work

## **How I Will Know I am Successful**

- Gain followers and comments on blog posts
- Get feedback and critique from students and/or professionals
- Be satisfied/proud of my blog

## **Tactics Checklist**

1. Blog
  - Make Code of Ethics – Week 4
  - Follow 10-15 PR blogs, involved with crisis communication – End of week 2
  - Post 2 blog posts a week – Week 3-10
  - Comment a thoughtful post on another blog once a week – Week 4-10
2. Twitter
  - Write a new bio, choose background – End of week 3
  - Follow three new people a week – Ongoing
  - Tweet 2-3 times a day regarding crisis communication – Ongoing
  - “@” or RT at least once a day - Ongoing
3. LinkedIn
  - Update profile, objective and resume – End of week 4
  - Connect with known professional contacts – End of week 4
  - Connect with 15+ potential employers – End of week 4 and ongoing
  - Join three relevant groups – Week 5
4. Netvibes
  - Open a new account – End of week 3
  - Subscribe to 20-25 blogs – End of week 3
  - Review dashboard for interesting content - Ongoing