

Do You Like Success, Share It, or Tweet It?

It's always rewarding as a student to see how the material I learn in my courses at school plays out in the real world. I love realizing that these terms are more than textbook entries — they are real concepts being implemented in the field every day. It makes my studies and degree worthwhile. Though I've had previous experience working in public relations, my internship at Bravo Group teaches me new things all the time.

For instance, last week I helped to complete a social media audit. This practice is something I had heard of before but never knew exactly what it entailed. PR depends on promotions, word-of-mouth communication, and social media presence to help spread a message. However, sometimes it is difficult to measure the success of a given PR campaign because there is no standard formula for this process. Rather, clients develop objectives that will analyze their efforts in order to help them achieve a maximum ROI. Here is where the social media audit occurs to help demonstrate to the client their success on a given campaign. Different metrics exist for the various social media platforms. You may measure the presence of a client's Facebook page via likes, shares, and comments. However these units would be illogical when it comes to Twitter, demonstrating why it is valuable in this industry to be social media and technology savvy. There is more to PR than just sharing a message — it's about measuring success too.

For this client, I evaluated a variety of social media networks. Some were more commonplace, such as Twitter and Facebook. But I also analyzed the account presence on less utilized networks, such as YouTube and LinkedIn. It was a neat experience because I learned how to gauge success for a given social media network or platform. Who would have thought that having a YouTube channel would boost an organization's interactions with its customers? Here clients get a chance to be creative in the way they shape their message. Success means more than just filling in a template with relevant information. Certain target markets tend to use different channels and vary in the way they digest information. For instance, seasoned professionals may prefer LinkedIn while Millennials tend to be on Twitter more of the time. Content presented on different channels needs to be tweaked to according to the audience it seeks to attract. There is still uniformity within a campaign, of course. All channels work simultaneously to achieve the overall goal of PR for that client. The synthesis of different channels gets the message spread to the appropriate audience.

It turns out that the medium is truly the message!

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