

MARCH 2022

BLUESTONE
COMMUNICATIONS
NEWSLETTER

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This month, our Exec organized an ice cream social to send off the Bluestonians as they took a week off for Spring Break.

TEAM UPDATES



TEAM ONE

In February, with the help of the Creative Team and School of Communication Studies Faculty, Team One was able to promote and raise money for JMU Giving Day for the School of Communication Studies. At this event, the School of Communication Studies was the 19th most donated to school and was 25th for most money raised. For the Harrisonburg-Rockingham County Chamber of Commerce, Team One dedicated the month of February to conducting research and creating a scope of work. We are excited to continue working with the School of Communications Studies and Harrisonburg-Rockingham County Chamber of Commerce!

TEAM TWO

In February, with the help of the Creative Team, Team Two captured great footage at the Harrisonburg Little League Association (HLLA) skills evaluation event. We are currently working on spotlight posts for volunteers, coaches, teams, and sponsors of HLLA. With the help of the Creative Team, we also uploaded CRBepositive Instagram posts that encourage Charlee Rose Boutique's followers to embrace their bodies. Currently we are working on an ambassador booth on JMU's campus that will encourage JMU students to interact with Charlee Rose Boutique online.

TEAM THREE

In February, with the help of the Creative Team, Team Three had a successful photo and videoshoot at Vito's Italian Market. The purpose: to capture content for social media channels, in hopes to distinguish the Market from the Kitchen. For CCC, Team Three presented our scope of work to the CCC Board of Directors and continued to work hard on all deliverables and marketing for their 50th anniversary in October 2022.

CREATIVE

Now that we're back from Spring Break, it's full-steam-ahead for the Creative Team. Everyone has done great so far this semester and we're excited to keep producing great work for our clients! So far we've created great videos and photos and tons of graphics. Looking ahead at our final month, our focus will be primarily on branding projects while still grinding away at our production of client deliverables for social media and upcoming events.



FIRM BONDING

ICE CREAM SOCIAL

We took a chance as a firm to hangout and eat ice cream from a local creamery together. We want to thank Kline's Dairy Bar for providing us with a sweet treat to enjoy before spring break!



BLUESTONIANS ON BREAK

Members of the firm took some much needed time off to get some R&R and travel places including NYC, Washington DC, Nashville, and Charlotte during thier Spring break.



FOUR WAYS SOCIAL MEDIA IS A VALUABLE TOOL TO PR

BY: MORGAN VUKNIC

With the ever-growing field of PR, practitioners need to adapt to the world around them. One of the newer resources to PR is social media. While social media is often dismissed as a serious strategy, it can be vital to PR campaigns in some cases. If you're wondering how social media can work for you or how social media influences PR, here are four ways that social media is a valuable tool to PR.

1

IMPROVES BRAND LOYALTY

Using social media to connect and interact with your audience is incredibly important when it comes to PR. When it comes to people spreading the word about your business, you want to make sure that those people are loyal to your brand. Using social media is an easy way to increase brand loyalty and you don't have to be a technology guru in order to do so. By simply interacting with your followers and creating engaging content on social media, your followers will be more likely to remember your brand. Creating engaging content will also allow your customers to feel like they are a part of your brand and, therefore, they will be more likely to spread the word about your product or business.

2

INCREASES ENGAGEMENT

Social media is also a great way to increase engagement with your customers. And again, this does not have to be done in an overly complex way. Using social media allows for you to get your name out there and allows people who may not have known about your business or product to see who you are and what your brand is. Creating posts that followers can interact with is also vital when it comes to using social media. Engaging posts can be something as simple as an Instagram poll or asking a question in the caption of a photo. When customers have something to interact with on social media, they will be more likely to remember your business and will feel as if they are a part of it.

3

CREATES MEASURABLE RESULTS

If you want an easy way to measure the results of a PR campaign, social media is the way to do it. Sites like Instagram allow you to see how many likes you get, how many people reposted your picture, and how many people saved your post. Social media sites also allow you to access your analytics in a free and uncomplicated way. With Instagram, all you have to do is register your account as a business and you will be able to measure your engagement. These measurable results are a great way to see what your followers like and what types of posts do best.

4

CREATES BRAND IDENTITY

Along with creating brand loyalty, social media is an easy way to create a brand identity, which is essential when it comes to PR. When it comes to establishing a brand identity you will want to create a color palette specific to your business, use branded hashtags, and have certain image styles that you use. For example, if you are a clothing shop you will want to post about topics related to your store and fashion in general. You would also use hashtags specific to your business and to the clothing industry. Creating a brand identity is an easy way to become recognizable on social media and having an identity will allow your followers to associate certain themes and colors with your business.



CONGRATS TO THIS MONTH'S
BLUESTONE ROCKSTARS!

MALLORY KNABLE



BLUESTONE ROCKSTAR

"Mallory is such a great asset to team one! She has been a great leader by organizing our team and making sure everything gets done in time for our clients! Thanks Mallory for all you do!"
-Elana Warshavsky

AIMEE COREAS



BLUESTONE ROCKSTAR

"Aimee has done a great job so far in the new Creative Liaison position and has done really well in her creative work tool! I can't wait to see what else she produces for us as the semester goes on."
-Carli Aldape

MEGAN BARTON



BLUESTONE ROCKSTAR

"Megan has taken initiative on many of our tasks for our clients. She has also been updating our clients social media pages!"
-Mary Cormford

SADIE ARAM



BLUESTONE ROCKSTAR

"Sadie is always super helpful and hardworking. She gives 100% all the time and is a great leader. She deserves this!"
-Ellie Scalzo

JOIN THE TEAM

ARE YOU ENERGIZED, INFORMED, AND BOLD?

APPLY FOR BLUESTONE COMMUNICATIONS

We are a nationally-affiliated student-run public relations firm at JMU looking for rising juniors and seniors across all majors interested in gaining real-world experience, class credit, and skills in:

- STRATEGIC PR PLANNING
- MEDIA RELATIONS
- GRAPHIC DESIGN
- MEDIA PRODUCTION
- WRITING & EDITING
- STORYTELLING & MORE



APPLICATIONS DUE APRIL 1ST

For questions or more information, check out our social medias or contact Dr. Isaac Woo at woocw@jmu.edu.

BE SURE TO STAY CONNECTED WITH US!



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