



Boiler **Communication**

Market Research Team

Profiles & Personas

Target Audience Persona 1

Gender: Female

Age: 18 - 22 years

Hannah Lee is a 20-year old junior at Ohio State University studying public relations. She has a part-time job at a local Target working 10 hours a week. Hannah feels she hasn't explored professional opportunities whilst in college.

After classes, she reads social media posts about joining a professional organization. Hannah would be highly interested in a student organization if they match her interests, allow her to make friends, and build a resume. Currently, she is thinking about joining her school's student-run firm but is concerned about the time commitment.

Motivations: Joining a firm for leadership opportunities, building a resume, and making new friends

Attributes:

- Desires confidence
- Wants opportunities that bring credibility
- Feels connected to their university
- Wants to work in teams



Target Audience Persona 2

Gender: Female

Age: 30 - 55 years

Jamie Reed is a 31-year old public relations instructor at a public university. Jamie loves to be involved and connected with her students. She sees how bright and eager her communication students are and wants to provide them with more opportunities.

Jamie also wants to better her CV by holding more leadership positions. She has researched and thought about starting a nationally-affiliated firm; however, she is concerned about resources and recruitment. For Jamie to feel comfortable, she wants to know that the organization will be supported.

Motivations: Linking personal and professional lives while sharing their knowledge to influence the industry

Attributes:

- Involved and engaged
- Motivated and inspired
- Believes in the importance of mentorship
- Wants to give back to others



Target Audience Persona 3

Gender: Male

Age: 30 - 55 years

Dr. Eric Sanders is a 42-year old public relations professor at a mid-sized public university. He is already well-renowned in his field but wants to grow his network to benefit his students. Dr. Sanders wants to start a nationally-affiliated firm to fulfill professional objectives and make a positive impact on his university.

At the moment, Dr. Sanders' only concern is the time commitment to cultivate partnerships. Even though he has contacts in the industry through alums, he wants help in the planning and logistics to feel confident.

Motivations: Enhancing their network and giving back to students by providing professional opportunities

Attributes:

- Involved and engaged
- Motivated and inspired
- Believes in the importance of mentorship
- Wants to give back to others



Target Audience Persona 4

Gender: Female

Age: 27 - 40 years

Brooke Foster is a 38-year old public relations practitioner that works at Edelman. She started her career at a smaller firm and held various jobs before starting at Edelman a year ago. Despite her busy schedule, she always looks for new opportunities.

Being a great speaker with strong time management skills, Brooke always loves presenting at conferences about her public relations experiences. She wants to influence the younger generation by encouraging them to practice ethically since she's seen problems arise in her industry.

Motivations: Wanting to better the public relations field through cultivating ethical young professionals

Attributes:

- Dedicated
- Strong speaker
- Believes in ethical practices
- Has strong decision making skills



Audience Overviews

Nationally-Affiliated Firm Audience[s]



Public Relations Students	Faculty and Instructors	Public Relations Professionals
Primary Barrier: Concerned they won't have enough time to dedicate towards the firm	Primary Barrier: Time commitment to cultivate partnerships, organize, and recruit	Primary Barrier: Busy with their normal day-to-day activities in their careers
Potential Solution: Ensure students they will have the support resources in place to succeed in a busy environment	Potential Solution: Communicate and provide infrastructure support that helps with logistics, planning, and evaluation	Potential Solution: Demonstrate the value of giving back to young professionals and professional development opportunities
Key Attributes: <ul style="list-style-type: none">• Desires confidence• Wants opportunities that bring credibility• Feels connected to their university• Wants to work in teams• Desires an outlet to make new friends	Key Attributes: <ul style="list-style-type: none">• Involved and engaged• Motivated and inspired• Believes in the importance of mentorship• Wants to give back to others• Values evidence of positive outcomes on organizations	Key Attributes: <ul style="list-style-type: none">• Dedicated• Strong speaker• Believes in ethical practices• Has strong decision making skills• Desires professional development opportunities outside of work

Audience Insights & Recommendations

Insight – Time commitment is the largest barrier for students and faculty

To-do: Emphasize the value-added to these groups for their time while providing faculty and instructors with resources

For both students and faculty, time commitment concerns prevent them from joining professional organizations. These audiences understand the benefits of joining but may need a push to overcome the initial barrier. Help these audiences by:

- Emphasizing the benefits they'll gain for their time commitments
- Supporting leaders with logistics, planning, and faculty development
- Adding incentives such as recognition, awards, or titles



Target Media List

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Publication/Blog Name	Link	Category	Specialty	Reach
PRWeek	https://www.prweek.com/us	News	Timely public relations news and industry trends	85.3k (Twitter)
PR Daily	https://www.prdaily.com/	News site	Public relations news, advice, and opinions	115k (Twitter)
Inside Higher Ed	https://www.insidehighered.com/news	Newspaper	Higher education news and analysis	7.5 M possible
The Chronicle of Higher Education	https://www.chronicle.com/	Newspaper	General information for college faculty and administrators	280k possible
Higher Ed: NPR	https://www.npr.org/sections/ed/312828535/higher-ed	Blog	Latest news in higher education and trends	60k possible

Social Media Audit

Social Media Audit

After analyzing PRSSA Nationals, we believe they are on the necessary platforms for their audiences. While PRSSA Nationals is true, the engagement could be higher. We recommend driving more engagement on **Twitter** and **LinkedIn** as those are more professional networks. Promoting shorter videos and responding to comments could increase follower interactions on PRSSA Nationals social media accounts.

Platform	Present?	Active?	Followers
Twitter	Yes	Yes	39.5k
Facebook	Yes	Yes	10,596
Instagram	Yes	Yes	5,633
LinkedIn	Yes	Yes	22,437