



PRSSA KENT NEWSLETTER

April 9, 2018



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Join us this week to vote for the 2018-19 Executive Board

*Wed. April 11
7:30 p.m.
Franklin Hall
Room 213*

Letter from the Treasurer

Frankie Barrett

Hey there, it's your PRSSA-money-girl, here. With spring break ending and school starting up for the last couple weeks of the semester, it's important to stay focused and work hard for the last five weeks of the semester. Wrapping up my sophomore year in PRSSA, I can see the potential of our new members. I applaud those who are running for a Darrow Executive Board position; especially if you're a new member. Taking on a position from my freshman year into my sophomore year, I learned how to be a leader and gained many skills that I wouldn't have been able to experience anywhere else except in PRSSA.

Being your treasurer was no easy task. It was an experience I made my own. If you aren't running for a position this year, I strongly encourage you to run next year. It's a great way to get more involved. It's one of my fondest memories at Kent State, so far. As our elections approach, I hope you will join us to elect our new executive board!

With care,
Frankie



Click [here](#) and register for the YouToo Social Media Conference ASAP.
Learn more about it at www.youtoosm.com

Help us choose our next executive board!

All members are invited to help us elect our new executive board! You will listen to the candidates and learn how they want to impact our Chapter. You decide our new leaders. You will be able to ask each candidate questions before voting. Only dues-paying members are eligible to vote. It's also a good experience to learn about the officer positions you can consider in the future.

Join us Wednesday at 7:30 in Franklin Hall Room 213.



The Dynamic Duo of PR and Social Media

Sarah Heber

Whether it is running a small LinkedIn page or managing Twitter, Facebook, Snapchat, Instagram and more, many PR practitioners are involved with social media planning, execution and measurement.

What should you say online? Here are a few of my favorite brands online that I feel have pushed the boundaries on social media and had it pay off.

1. Wendy's: Wendy's Twitter is quite controversial. They are known for being savage and ruthless at times but that has worked quite well for the younger (millennial) audience on Twitter. They often call out their competitors like McDonald's and Burger King. They repeat key messages such as their beef is fresh never frozen, unlike McDonald's. They often reply to many tweets with sassy comments, but they have all been received well by other Twitter users. Not all brands can pull this off, so make sure you get to know your companies voice before you go and be a savage online...

*Read the rest of Sarah's article
[here.](#)*



Wendy's @Wendys

Follow

Hey @McDonalds, heard the news.
Happy #NationalFrozenFoodDay to you
for all the frozen beef that's sticking
around in your cheeseburgers.

1:31 PM - 6 Mar 2018

12,291 Retweets 47,735 Likes



Comment 3.8K Share 12K Like 48K Email



Introducing Kent State's NODAC Team



This year, PRSSA Kent is participating in the 2018 National Organ Donor Awareness Competition, also known as NODAC. It is a competition held by the Anthony J. Fulginiti PRSSA Chapter at Rowan University. The competition is used to spread knowledge about organ donation across campuses nationwide. Our team includes Vanessa Gresley, Sophia Iannelli, Isabel Illig and Jailyn Hall.

Make sure to go follow our Twitter account [@NODAC2018](#), where you can take our survey about organ donation. April is National Donate Life Month, which is a great opportunity to encourage donors and highlight those that have donated. We will be hosting an event toward the end of this month. On Friday, April 13, National Donate Life Blue and Green day, we are encouraging everyone to wear blue or green in support of organ, eye and tissue donation. We hope to see everyone participating in Blue and Green Day!

Membership Spotlight

Sarah Heber

Rose Driehaus is a sophomore from Cincinnati, Ohio who loves dogs, traveling and meeting new people.

Driehaus has a passion for beauty and fashion, and is also interested in social media. She hopes, that with the help of PRSSA Kent, she can learn more ways to incorporate her three

interests for her future career.

Along with career mentorship, Driehaus has found that PRSSA Kent is all about the relationships between members.

"The sense of community among the members as well as the many opportunities is amazing," Driehaus said. "I also appreciate all of the tools given to us and knowing that everyone wants you to succeed and everyone is willing to help you succeed."



In general, Driehaus has felt a strong sense of community inside and outside of PRSSA Kent.

"At Kent State people really care about you. I've had so many kind classmates, mentors and professors who genuinely care about my success as a student and a learner," Driehaus said. "Everyone is so willing to help guide you in the right direction and cater to your needs. I don't think you can find that at every college, and I feel so lucky in that sense."

Have you seen our website? Check it out: www.prssakent.com

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