

PRSSA-UD MEETING MINUTES

MARCH 5, 2011

Gore 217 – 5:30 PM

Executive Members Present

Jaclyn Allen
Elynsey Price
Lindsey Starr
Chelsey Rodowicz
Sarah Vlach

Attendees

27

Topic of Discussion: Upcoming Events

1. PR Careers 101
 - Tuesday, March 20th at 7 p.m. in Philadelphia
 - PRSSA will provide 10 scholarships and transportation
 - Moderator: Lori Doyle, Senior VP of Communications at Drexel University
 - Megan Smith, President, Brownstone PR
 - Lauren Tosti, Marketing Manager: Communications/Interactive, Sesame Place
 - Rob Zelger, Senior VP of Communications, Philadelphia Eagles
 - Mary Beth Casey, Corporate Communications, Comcast
2. PR Careers 101: Registration
 - \$10 to attend
 - Fill out the Google Doc you'll receive after today's meeting if you would like to attend
 - First 10 people will receive scholarships from PRSSA
 - Email Sarah Vlach with questions at svlach@udel.edu
3. March Skill Slam
 - Tuesday, March 12 at 6:30 p.m. in Gore 205
 - Focus will be on how to network
4. Elections
 - Applications will be released in next week's weekly email
 - "Election Social" after general meeting on Monday, April 2nd
 - Paper applications are due on Friday, April 6th
 - Interviews with current executive board on Sunday, April 15th
 - New Executive board will be announced on Monday, April 16th
 - Questions? Email Abby at astollar@udel.edu

Speaker: Rick Alcantara – Former PRSA Philadelphia President, Social Media Manager at AB&C

1. A Social Media Future - Overview
 - The nature of social media
 - Who's winning the battle
 - How companies use social media
 - Building & measuring programs
 - What social media can mean to your future
 - Your questions
2. The numbers are amazing
 - Facebook more than 800 million users (majority outside country & 70% access through mobile device)
 - 48 hours of video uploaded every minute on YouTube
 - More videos uploaded on YouTube in 1 month than all networks created in 60 years

- LinkedIn boasts 150 million members in 200+ countries
 - Executives from every 2011 Fortune 500 company have a LinkedIn profile
 - Pinterest gets one billion monthly page views
3. Why Business Loves Social Media
 - Lower cost than traditional marketing
 - No filters between company and its target
 - No barriers to entry – done the same day
 - No hardware to buy
 - Global reach
 - 24-hour accessibility
 - Many-to-many rather than one-to-many (newspaper, TV, etc.)
 - Permission-based; can decide who you want to follow you or accept friends, etc. (most differentiating factor)
 4. How Businesses Use Social Media
 - Expand client outreach
 - Identify prospects
 - Conduct free research
 - Position themselves as thought leaders
 - Generate discussion around issues, trends
 - Generate donations
 - Expand their brand reach
 - Attract younger buyers
 - Recruit talent
 - Engage friends/followers in discussion
 5. Some Downsides of Social Media
 - Very hard to measure
 - Hard to get senior management buy-in
 - Time-consuming to manage
 - Planning, research, documentation, writing, then communication
 - Little or no control of the message
 - Your brand can be destroyed in hours
 - Little understanding of the value of social media
 6. It's about conversation, not technology
 - We're not here to collect friends/followers
 7. Building the Social Media Program
 - Define goals and objectives
 - Listen to online discussions **before** you dive in
 - Craft messages
 - Integrate with offline marketing
 - Engage and create online communities
 - Track and report results
 - Build on successes and failures
 8. What You Can Measure
 - Basic = # of followers/friends, posts, retweets, comments, visits to website, page impressions, % increase in friends/followers
 - Advanced = share of conversation, tone of conversation, % distribution by channel, engagement, influence, conversions, contributions
 9. What Social Media Can Mean To Your Career
 - Social media will continue to grow
 - Older forms of marketing will vanish
 - Social media skills are no longer optional
 - Communication theory is still important
 - No longer tied to an office
 - Permeate virtually every aspect of your life
 - Easier to find the first job
 10. Contact Information

- ralcantara@a-b-c.com
- @jerseycoach

Upcoming Events

- Tuesday, March 13: Skill Slam (6:30 p.m., Gore 205)
- Tuesday, March 20: PR Careers 101 (7 p.m., depart at 5:15 p.m.)
- Monday, April 2: General Meeting (5:30 p.m.)

Meeting End – 6:30 p.m.