

Georgia College
Department of Communication

S O C I A L M E D I A

policy & plan



Table of Contents

Biographies.....	1
Executive Summary.....	5
Background.....	6
Situational Analysis.....	7
SWOT.....	8
Internal Social Media Audit.....	9
Competitor Analysis.....	10
Methodology.....	11
Audience Analysis	
- Current Students.....	12
- GC Alumni	20
- Perspective Students.....	24
Policy.....	28
Branding Guideline.....	30
Evaluation.....	31

Meet the Team



Amelia Beaudry

Amelia Beaudry is a senior Mass Communication major with a French minor from Johns Creek, G.A. She will graduate in May 2019 and credits courses such as Strategic Planning, Strategic Media Planning, and Media Design for her skills and knowledge in the field of strategic communication. When she is not studying, Amelia is heavily involved with the GC Miracle Executive Board and Delta Zeta. She is currently the Strategic Coordinator for the Milledgeville-Baldwin affiliate of Habitat for Humanity. After she graduates, she will be working as a Client Services Intern with Pandora in Atlanta, Georgia.



Christi Caffarella

Christi Cafarella is a senior Mass Communication major at Georgia College & State University from Cumming, G.A. She is specializing in public relations and social media marketing. Christi is expected to graduate in May 2019 and has taken communications courses such as Media Design, Media Management, Message Creation, Strategic Planning, and more. She is currently one of the social media managers for the Department of Communication's Facebook and LinkedIn pages, as well as the graphic designer for the Macon Museum of Arts and Sciences. When not studying, Christi is involved in her sorority, Phi Mu or working at Smoothie King.



Huntley Cowart

Huntley Cowart is from Macon, G.A. Huntley is a senior Mass Communication major at Georgia College and State University in Milledgeville, G.A. She has a concentration in strategic planning. Huntley has a minor in Business Management. She is currently the Social Media Manager for the Department of Theatre and Dance at Georgia College and State University. Huntley has skills and experience in strategic communications, brand and campaign management. She is reliable, conscientious and a hard-worker. She is expected to graduate from Georgia College in May of 2019.



Samantha Deptula

Samantha Deptula is a 22-year-old Georgia College student from Tucker, G.A. She will be graduating in May 2019 with a Bachelor of Arts in mass communication with a minor in marketing. She specializes in strategic communications and public relations. She has been an active member of Zeta Tau Alpha for the past four years and has worked on the PR committee for GC Miracle multiple years. She has taken courses which have expanded her skills such as advanced strategic writing, media design, strategic planning, and more. When she is not studying, you can find her, spending time with family and friends, traveling, and binge watching Netflix.



Chandler Durden

Chandler Durden is a 22-year-old Georgia College student from Brunswick, G.A. She will be graduating in May 2019 with a Bachelor of Arts in Mass Communication with a minor in Marketing. During her time at GCSU, she has gained experience in strategic communication, graphic design, social media marketing, web development, and many other forms of communication. Chandler has interned with the Golden Isles Conventions and Visitors Bureau on Saint Simons Island, GA, and will return there after graduation for a full-time position as a marketing specialist.



Colleen Garrigan

Colleen Garrigan is a senior Mass Communication major. Throughout her time at Georgia College, she has taken courses in strategic planning, social media, production and electronic editing. She has worked with WGUR as a morning host DJ. When not studying, Colleen is a part of the Younlife organization where she is on Student Staff as well as a Team Leader for John Milledge Academy Middle School. Colleen has held internships with Younlife and has an internship this summer as a creative assistant at North Point Community Church in Alpharetta, G.A.



Madi Harty

Madi Harty is a senior Mass Communication major at Georgia College & State University. She is expected to graduate in May 2019. She has a concentration in Strategic Campaigns. She has a passion for people and coming alongside them personally and professionally to showcase their strengths. After she graduates she has an internship lined up with, Camp All-American. She will be creating a social media plan for CAA, taking photos, and designing a marketing plan to bring more families to camp.



Clare Hunt

Clare Hunt: is a senior Mass Communication at Georgia College & State University. Clare is a 22 year old student from Savannah, G.A., and will graduate in May 2019. During her time at Georgia College she has gained experience in Media, Public Relations, Graphic Design, Event Coordinating, and many other forms of Mass Communication. She currently is doing her second Practicum with the Bobcat Athletic Association serving as a sports information student. When she is not studying or working, Clare enjoys spending time with friends and playing with her two dogs Gunnar and Hank. Clare has accepted an internship position for this upcoming summer interning with Seacrest Studios at Levine Children's Hospital in Charlotte, N.C.



Alex Jones

Alex Jones is a senior mass communication major at Georgia College focusing on strategic communication. He has taken a variety of mass communication courses, and has worked with several real-world clients managing social media accounts and creating digital content. Alex is also the sports editor for The Colonnade and an editor for Spectrum-PR. In his free time, Alex studies and analyzes sports.



McKenzie Julian

McKenzie Julian: McKenzie Julian is a senior Mass Communication student with minors in Economics and Spanish. During her time at Georgia College, McKenzie has taken courses in strategic writing and media planning, social media, and media design. She has worked with the student-run newspaper The Colonnade as a Staff Writer and PR Manager. Additionally, she works in the Athletics Department writing press releases, updating the website, and posting to social media. McKenzie also completed an internship with the Aspen Brands Company, working in their marketing department. When she graduates, she plans on pursuing a career in a public relations agency specializing in media.



Monica Klinkmueller

Monica Klinkmueller is a junior Mass Communication student with a minor in Graphic Design from Marietta, G.A. Monica works on campus as a tour guide and Student Ambassador. She also works as a Social Media Manager for Fishtales at Lake Oconee, a boutique in Greensboro. Monica also served as the Arts & Entertainment Editor at GC's student newspaper, The Colonnade, where she is now the PR Assistant. She has recently accepted a Creative Intern position with ad agency Momentum Worldwide for Summer 2019.



Catherine LaPenta

Catherine LaPenta is a senior Mass Communication major, Marketing minor. Over the course of her college career, she has developed skills in strategic communication, graphic design, social media, and event planning. Catherine has held internships with Navicent Health's public relations department and The Big Fake Wedding. Upon graduation, she will be participating in the Disney College Program to further a career with The Walt Disney Company.



Nancy Leslie

Nancy Leslie is a senior Mass Communication major at Georgia College & State University from Atlanta, G.A. She will graduate in May of 2019 and has taken numerous communication courses such as media design, strategic planning, advanced strategic writing and media literacy. When not studying, Nancy is involved with the Office of Leadership Programs, Alpha Omicron Pi, the Council of Student Ambassadors and the Student Alumni Council. In her free time, you can find her hanging with friends, reading books or spending time with her dogs, Hoss and Hazel.



Chris Mott

is from Kennesaw, G.A. Chris is a senior Mass Communication major at Georgia College and State University in Milledgeville, G.A., with a concentration in digital media production. He currently is the production manager for WGUR 95.3 The Noise and has a strong passion for anything related to audio or music. Chris is also a member of Lambda Pi Eta, Georgia College's communication Honors Society. His skills revolve within sound production, graphic design, videography, and writing, allowing him to dip his toes into a wide array of creative content production. He is expected to graduate from Georgia College in May of 2019.



Cassidy Philo

Cassidy is a Mass Communication Major at Georgia College who is Graduating in May 2019. During her time at Georgia College, Cassidy developed skills in graphic design, strategic writing, event coordination, and video production. She worked for the Colonnade as their Advertising Sales Manager. She was involved in Delta Zeta and served as their formal event chair for two semesters. After graduation, Cassidy plans on spending her summer traveling to new cities.



Katy Swendsen

Katy Swendsen is a 21-year-old Georgia College student from Woodstock, G.A. She will be graduating in May 2019 with a Bachelor's degree in Mass Communication and a double minor in Marketing and Spanish. She credits her skills to completing courses in Message Creation, Advertising & Communication, and Media Design. She has served on the Executive Board for Georgia College Miracle for two years as the Director of Public Relations and the Director of Entertainment. She is currently the Marketing & PR Assistant at the Georgia College Career Center. After she graduates, she plans to move to Boston, Massachusetts and get a job in marketing.



Marlee Thomas

Marlee is a senior at Georgia College and State University from Elberton, G.A. She is expected to graduate in May 2019 with a Bachelor of Arts in Mass Communication. Marlee has a passion for strategic communications, specifically social media and message creation. Her experiences as the social media coordinator for Baptist Collegiate Ministries and the John H. Lounsbury College of Education at Georgia College have further developed her strategic communication skills. She is also a member of Lambda Pi Eta, Georgia College's communication Honors Society. This summer, Marlee will be interning with the Eatonton-Putnam Chamber of commerce and acting as their social media and public relations coordinator.



Clara Toburen

Clara Toburen is a 22-year-old Georgia College student studying Mass Communication. Clara graduates in May of 2019 with her undergrad degree and a concentration in Strategic Planning. Clara is from Dacula, G.A. where she attended and graduated from Dacula High School before coming to Georgia College & State University. During her time here, she has taken a wide variety of classes including: Media Design, Message Creation, Web for Mass Comm, Strategic Planning, Advanced Strategic Writing, and many more.



Allison Vielhaber

Allison Vielhaber is a senior Mass Communication major with a minor in Rhetoric at Georgia College & State University. Allison is a 22-year-old student from Cartersville, Georgia. She graduates in May 2019 and was able to complete a number of career related experience both on campus on off. On campus she completed two social media and graphic design based practicums for Bobcat News Network and GC360. As a member of Alpha Delta Pi she has held a number of leadership roles and in the past year planned and coordinated two Parent's day events with much success as the Special events chairs. Allison has accepted a Marketing and sales internship with Modern Luxury for this upcoming semester.



Morgan Wilson

Morgan Wilson is a senior Mass Communication major with a Spanish minor. Morgan is completing her second practicum semester using her graphic design and content creation skills with the Center for Teaching and Learning at Georgia College. She is an active member of the Delta Zeta Sorority, where she has served as the Sisterhood Chair. She also serves as an intern for The Wesley Foundation, where she leads a team of 6 people and organizes events for members to attend weekly. Morgan hopes to work in nonprofit communication following graduation.

Executive Summary

This proposal will help the Department of Communication gain awareness and establish a greater following through social media. Our class has conducted primary research through a survey over the past several months. This research has been the basis of our proposal and allowed us to create a series of strategies and tactics to help the department build brand awareness.

Our class has developed several strategies that will increase awareness and make the Department of Communication useable on social media. A few examples of this include, a regular posting schedule, evaluation measures, a plan and policy, and targeting certain posts to different audiences.

By implementing these strategies and tactics, our class believes that the Department of Communication social media accounts will become recourses for past, present and current students.



Background

The Mass Communication major started as a branch of the English Department in 1983. It was originally a minor in Journalism which expanded into a major later on. In 1997, the Journalism major was retitled as the current title of Mass Communication. At the time, Dr. Mary Jean Land was the only professor of journalism, teaching about 20 students each year. Before its current home in the Arts and Sciences building, the major lived in the basement of the English building, which is no longer standing. At the time, it was the only department with a computer lab, used as a typing laboratory. Eventually, in 2008, the major became its own department, the Department of Mass Communication, which was housed in Terrell Hall.

The major's curriculum originally had four concentrations: advertising, public relations, telecommunications, and print. As the communication industry evolved, the major conformed with it, creating the three concentrations established in 2013, journalism, digital media production, and strategic communication. Core aspects of the Mass Communication program are the practicum and internship requirements, which have been in place throughout the longevity of the major. Student-run media organizations such as the Colonnade, GC 360, and WGUR also contribute to the practical, hands-on experiences students gain throughout their career as a Mass Communication major. In effect for five years the major provides a mentorship component in which students and professors are able to connect and maintain a relationship outside of the classroom. The goal of this relationship is to allow the students to gain guidance and direction within the major.

In 2017, the Rhetoric and Mass Communication departments merged to form what is now known as the Department of Communication. There are 15 total professors shared between the two majors, and each year graduates about 80 students. Currently, the Department of Communication resides in Beeson Hall, but will make the transition to the newly renovated Terrell Hall in November of 2019.

In the future, the department envisions implementing more technology opportunities for the students such as a collaborative student media newsroom. Moving forward, the goal of the department is to grow in quality and provide more opportunities for internships and careers.

Situational Analysis

The biggest obstacle The Department of Communication faces is getting alumni, current and prospective students to engage with the posts and follow the Facebook account. Many students and alumni are not aware of the informational content posted on the Facebook page.

The Department of Communication consists of 350 Mass Communication majors, 25 Rhetoric Majors and 40 Rhetoric Minors. Within Mass Communication there are three different concentrations the students can focus in: Digital Media, Journalism and Strategic Communication. Digital Media has approximately 75 students, Journalism has around 50 students and Strategic Communication has approximately 200 students. The students are about 64% female and 36% male, with 8% African American students, 8% Hispanic and 80% white.

The Department of Communication's Facebook page is already up and running, however, there are untapped areas of social media that the department needs to reach in order to expand their profit and brand-awareness in Georgia.



SWOT Analysis

Strengths

- Generate authentic digital content: UGC free
- Monitored & listened to
- Information, yet funny
- Professional Tone
- Free Labor

Weaknesses

- Limited to one platform
- Low engagement
- Lack of synergy
- Aesthetic/graphic content improvement
- Low interaction

Opportunities

- More room for content to be shared
- Reach entire population of communications students, alumni, and future students
- Feature rhetoric centered content
- More community based activity focused on students
- Include more student media, link to BNN
- Student/Alumni success

Threats

- Other school programs
- Facebook
- No audience
- Competition for competing majors: MKTG, THEA, ARTS: Graphic Design, Web Design, COMP: Computer Science

Internal Social Media Audit

Internal	Background	Content and Rationale	Strengths and Weaknesses	Action Steps and Recommendations
Internal Communication	No Guidance	No Guidance	No Guidance	No Guidance
Personal and Team Analysis	5 Faculty members, 1 Support staffer	N/A	discord in tone and voice	Support staff should filter and serve as gatekeeper
Education and Membership	N/A	N/A	No Consistency or personality	Follow University guidelines
Employer Student Social Media Policy	There is overall faculty policy governed by HR	N/A	Nothing is truly defined	Create a more defined and explicit social media policy
Leadership	University/ Chair/Lab Coordinator	N/A	Not clearly defined	Develop organization char
Brand Voice	<ul style="list-style-type: none"> - Informative - Imperative - Promotional - Moving towards student focus 	<ul style="list-style-type: none"> - Department should showcase students announcements - Secondary function to push traffic to BNN website 	Has some strong posts at times, but that needs to be made more consistent. Using a calendar to schedule posts might help.	<ul style="list-style-type: none"> - Aspiring - Curious - Determined - Welcoming - Alumni Spotlights - Faculty Spotlights - Internships - Jobs

Competitor Analysis

Competition for the Department of Communication's Facebook page is centered around the audience of *Prospective Students*. As students are scoping out different colleges and majors in their last years of high school, social media is one of the top places they look. We need to be prepared to entice and interest potential students to choose Georgia College, and even more specifically, choose a major in the Department of Communication. *Our social media must be up to par with other competing schools in order to successfully persuade students that Georgia College is the best place to obtain an education in Communications.*

Focusing on other schools in Georgia, the main competitors when it comes to Communications-based fields of studies include the University of Georgia, Georgia Southern, and Kennesaw State University. Georgia Tech also has a Literature, Media, and Communication major, but considering the research-based education that GT provides, we do not think they are in competition with us for Communication students.

University of Georgia: The Terry College of Journalism and Mass Communication

Instagram and Facebook pages are active and engaging. The pages appear to post everyday, with posts getting over 100 likes. Most posts receive a handful of comments. Topics include success stories (students, staff, and alumni), happenings within the department, and upcoming events.

Georgia Southern: The Communication Arts Department

No Instagram was found, but the Facebook page is lack luster. Posts appear to occur only about once a week, and the page has a blurry profile photo. The posts are mostly photos, which is appealing, but the posts receive only a handful of likes with rarely any comments or shares. 301 total people have liked the page.

Kennesaw State University: School of Media and Communication

No Instagram was found, but the Facebook page seems to have quality content despite a lack of consistency in posting. Posts get a handful of likes with often time multiple comments and shares. The posts include graphics, photos, and event shares. The content seems to be getting engagement, but the posts should be more consistent. 408 total people have liked this page.

Methodology

An online survey was conducted through Qualtrics survey software in April 2019 with a prompt to take the survey to help improve the Department of Communication's social media outreach. An anonymous link was posted over two weeks in the department's Facebook group, yielding a total of n=107 responses. The majority of respondents identified themselves as "current students" (n=77) and "alumni" (n=14).

Six respondents identified themselves as "other." Not one respondent identified themselves as a "prospective student." This is likely due to the fact the department Facebook page does not have any awareness among students not currently enrolled as either a Mass Communication or Rhetoric major.

It was determined for all audiences that Instagram and Facebook are the two best platforms to be used.



Audience Analysis

CURRENT STUDENTS

Data was collected based on the answers of 77 current students. The survey revealed that students would most like to see posts about job announcements, internship announcements, and resume tips. These preferences should be taken into account when creating content targeting current students.

Current Students are Attending Georgia College as of April 2019.

- 1. Current Mass Communication Students:** to stay in the loop about upcoming events, success stories, and extracurriculars
- 2. Current Rhetoric Students:** to stay in the loop about upcoming events, success stories, and extracurriculars
- 3. Undecided Majors:** looking to chose a major

Branding Ideas:

- Create an infographic that lists course offerings at the beginning of each semester to post on all social media platforms.
- Create posts that utilize graphics to advertise job openings and internship announcements.
- Create an infographic that outlines tips and tricks for professional resume writing.
- Create infographics and utilize photos to promote department social events.
- Create student spotlight posts to highlight student work and achievements.*

TOP TOPICS

1. Job Announcements
2. Intership Announcements
3. Course Offerings
4. Resume Tips
5. Department News
6. Department Social Events

PRIME POSTING TIME: 5p.m. - 9p.m.

Love Sports? Looking for a Career in Athletics?

Join us for our 2019

Communications in Sports Conference

Learn about internships and ways to get involved with GC Athletics



Registration is right

ARE YOU READY?

check your email for a list of course offerings

Around the Corner

WOO HOO!!

our Strategic Planning students just completed their RFPs!

Wanna see their work? Stop by the MSCM Lab!



SENIOR SPOTLIGHT

McKenzie Julian

Strategic Communications, Class of 2019



Have a Bob-tastic Summer!



see you in August!

REGISTRATION BEGINS NEXT WEEK

Talk to your advisor or mentor today!



New

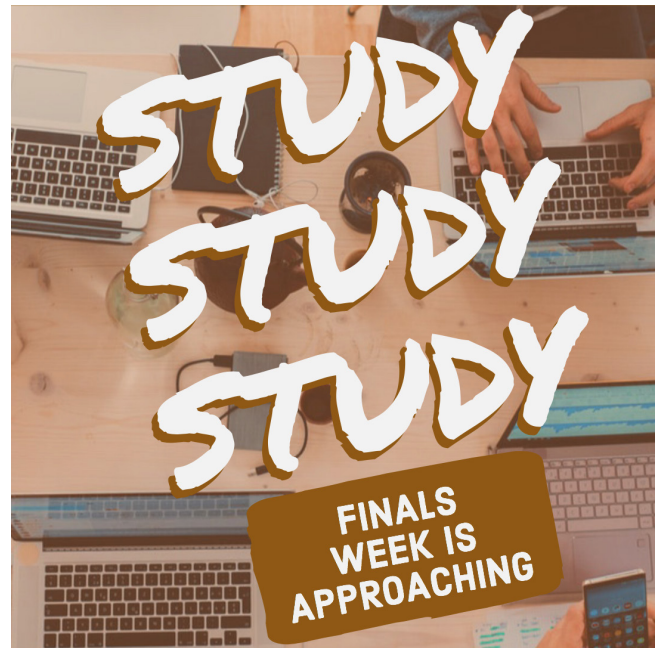
Skills Courses

Just added for Fall 2019





Join us at the Career Fair
March 14th 2020



JOIN US IN CELEBRATING THE

Graduating Class of 2020



DEPARTMENT NEWS



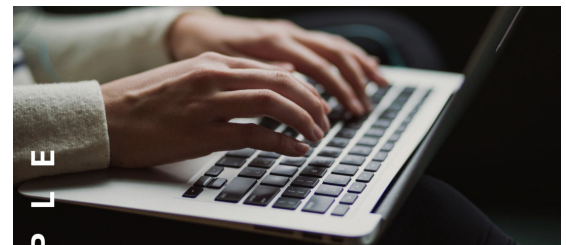
THIS AREA IS LEFT OPEN FOR IMPORTANT NEWS WITHIN THE DEPARTMENT! GC COMMUNICATION DEPARTMENT AMONG BEST IN THE NATION. #####

Course Offerings Fall 2019



MSCM 2201 Media Literacy
MSCM 2205 Professional Media Writing
MSCM 3300 Mass Media Law & Ethics
MSCM 3306 MSCM Theory & Research
MSCM 3326 Feature Writing
MSCM 3343 Media Design
MSCM 3346 Electronic Editing
MSCM 3350 Radio Operations
MSCM 3351 Message Creation
MSCM 3352 Academic Strategic Writing
MSCM 3353 Strategic Planning

MSCM 3360 Web for Mass Communication
MSCM 3361 Strategic Campaign Comm
MSCM 3364 Strategic Media Planning
MSCM 3365 Community Journalism
MSCM 3368 Shooting for News
MSCM 3375 Documentary Filmmaking
MSCM 3379 Comparative Intl. Media Systems
MSCM 4402 Senior Career Development
MSCM 4410 Newscast Production
MSCM 4501 Strategic Campaigns
MSCM 4502 Producing for Digital Media
MSCM 4950 Vietnam War in the Media



A P P L E

New Job Alert:
Apple is currently hiring a graphic design manager for their Atlanta office. Check out their website for more details: www.applecareers.com





**BARSTOOL
SPORTS**

Internship

Located: New York City
May 2019 - Aug. 2019

Apply by: Feb. 1, 2019

**PREFERRED
Communication
Journalism
Graphic Designers
Video & Photography**



November
15 @ 6
pm. Magnolia
Ballroom

Mass Comm Mixer

Food,
Panels,
and
Workshops



Job Opportunity!

Join the Atlanta Falcons!
APPLY NOW!

Media Communication Team
alexjones@riseup.com 

FALL 2019 SKILLS COURSE OFFERINGS: STRATEGIC COMMUNICATION

Media Management

An examination of the management techniques in the media industry, including a review of trends in the organization of media industries and management roles in the industry.

Media Design

Course focuses on effective design techniques, producing graphics, and photo editing for informative and persuasive forms of communications. Skills include use of type, images, color, and industry design software packages.

Advanced Strategic Writing

Explores the importance of writing in public relations, advertising, and media relations. Types of writing include news releases, public service announcements, speeches, fact sheets, commercials, internal publications, multimedia briefs, and annual reports.

Message Creation

Course will educate students in the ability to develop a variety of messages across various platforms. Students will explore the theoretical foundations and practical production of messages, primarily within the public relations and advertising contexts.

Resume Tips!

- | | |
|--|--------------------------------------|
| 1. Look for keywords in the job posting. | 6. Call attention to achievements. |
| 2. Review resume examples for the industry. | 7. Only include what you need. |
| 3. Use a professional font. | 8. Choose appropriate margins. |
| 4. Strategically place the most important information. | 9. Proofread and edit. |
| 5. Use active language. | 10. Decide if it needs to be unique. |

RESUME TIPS

**REMEMBER: MOST
EMPLOYERS
WILL ONLY SPEND 60
SECONDS LOOKING
OVER YOUR
RESUME. MAKE
SURE IT IS
CLEAR AND CONCISE.**

- #1 LOOK FOR KEYWORDS IN THE JOB POSTING AND INCORPORATE THEM INTO YOUR RESUME.**
- #2 USE A CLEAN FONT AND MAKE SURE THE TEXT SIZE IS LEGIBLE. STAY AWAY FROM BRIGHT CONTRASTING COLORS. KEEP YOUR COLOR SCHEME NEUTRAL.**
- #3 INCLUDE ONLY THE MOST RELEVANT INFORMATION AND PUT THE MOST IMPORTANT INFORMATION FIRST.**
- #4 PROOFREAD AND EDIT. YOU DO NOT WANT ANY MISTAKES ON YOUR RESUME.**

Internship Announcement!

**Chick-Fil-A is
hiring Summer
2019 interns**

**"Our Communication Department is looking
for hard working interns to join our team this
summer. Interns will assist in social media
campaigns, branding, and PR. If you are interested
please apply at www.cfa.com"**





Share
this
post

Free
T-shirt!

MASS COMM. BINGO

READ OUTSIDE	READ TO A PET	WENT TO THE LIBRARY
READ A NEWSPAPER	FREE	READ A POEM
READ A MAGAZINE	READ A RECIPE	LISTENED TO AN AUDIOBOOK



15 Days

UNTIL
REGISTRATION



10
DAYS LEFT
TILL GRADUATION

WE ARE GOING
TO MISS OUR SENIORS!



NEW COURSE

Social
Media
Advertising

ALERT
SIGN UP TODAY

Stop by our homecoming tent for
free chicken biscuits!

Congratulations

2019 MASS
COMMUNICATION
SENIORS

Centennial Center Sat, May 10th 9:00 am

Adobe Spark

Senior Shoutout!

Rachael Alesia

Mass Communication Major Graphic Design Minor

Good Luck at Green Olive Media Company!

Adobe Spark

Good luck with finals everyone!

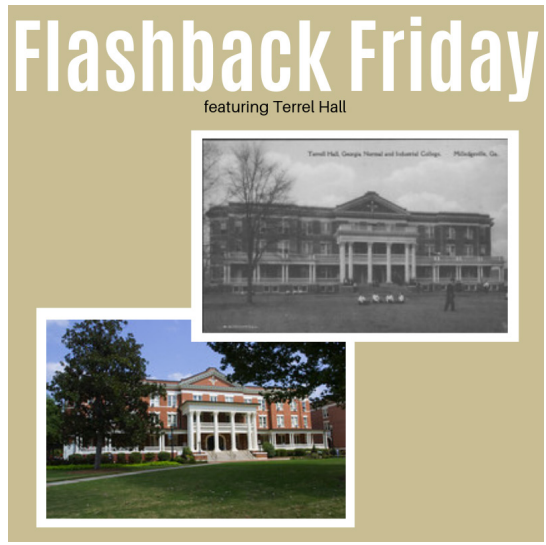
With the new day comes
new strength and new
thoughts.

ELEANOR ROOSEVELT



WE ARE SO PROUD OF YOU!

Congrats to our soon to be Graduates!



Flashback Friday

featuring Terrel Hall



WORK HARD.
NETWORK HARDER.

JOIN US

MEDIA & COMMUNICATION
INTERVIEW DAY

FEB. 28
10 A.M. - 4 P.M.

Find out more at
<https://www.gcsu.edu/career/careerfairs>

HAPPY BIRTHDAY!

Professor McMichael

WE ARE SO
THANKFUL FOR YOU
AND ALL THAT YOU DO
FOR OUR US!

ONE OF THE GREATEST VALUES OF MENTORS IS THE ABILITY TO SEE AHEAD WHAT OTHERS CANNOT SEE AND TO HELP THEM NAVIGATE A COURSE TO THEIR DESTINATION.

SET UP AN APPOINTMENT WITH YOUR MAJOR MENTOR TODAY TO TALK ABOUT YOUR NEXT STEPS BEFORE REGISTRATION!

JOIN US THIS WEDNESDAY

BEGIN WITH TREND IN MIND

Talking the latest media trends and how they effect the latest Political Campaigns

Meet us in the library at noon (Times Talk Corner on the 2nd floor)

Rhetoric Career Fair

Wednesday,
October 9, 2019,
11 a.m. - 2 p.m.

Meet and greet with Rhetoric and other Communication alumni to learn what you can do with your Rhetoric major/minor.



"I chose the Department of Communication because I could develop not only an array of various skills, but also because I could learn more perspectives on media, individuals, and how to communicate with those who are different from you."



Why will you choose Communication?



We want to feature YOU!

Did you recently write an article for a magazine? Create an innovative video? Present at a research conference? We want to see!

Send us your work and be featured on the Communication page!



Audience Analysis

ALUMNI

13% of those surveyed categorize themselves as alumni of the Georgia College Department of Communication. The alumni from the department follow the Department of Communication Facebook page to stay involved post-graduation. This target audience most often check their Facebook account between 5 and 9 pm. Posting relevant content after typical business hours will capture this audience's attention. 79% of alumni that participated in the survey would like to see job announcements posted on the Department of Communication Facebook page. 57% of the alumni surveyed like to see posts that celebrate accomplishments by both current students and alumni.

Georgia College Alumni: Ages 23 and older

- 1. Recent alumni:** who just graduated and are still active in the program
- 2. Successful alumni:** who graduated a few years or so ago that have communication related jobs
- 3. Older alumni:** that will donate to the program

Branding ideas:

- Post alumni success stories on the Facebook page using a photo and quote from the Alumni
- Use #GCCOMM and #AlumniSpotlight hashtags
- Post on the Facebook page asking for alumni to contact the account holders with job updates
- Gather information from Alumni at the annual Communication Mixer
- Why did the alumni pick Georgia College, and what made them choose a communication major

TOP TOPICS

1. Job Announcements
2. Alumni Success Stories
3. Student Achievements

PRIME POSTING TIME: 5p.m. - 9p.m.



ALUMNI SPOTLIGHT



JANE KATHERINE DOE
MARKETING & COMMUNICATION SPECIALIST
AMAZON
CLASS OF 2016

COME CHECK OUT OUR DEPARTMENT TENT TO GET A FREE ALUMNI STICKER!



26

DAYS LEFT

UNTIL
HOMECOMING
2020

Want to share your BOBCAT Story?

MESSAGE US TO FIND OUT HOW YOU CAN BE A PART OF THIS YEAR'S MASS COMM MIXER



JOIN OUR MAILING LIST



LIKE THIS POST TO BE ADDED TO AN EXCLUSIVE ALUMNI PAGE!

Are you hiring?

Let us know in the comments below!

Want to get connected to other PR professionals?

LET'S

Like this post and we'll tell you how!

CHAT

Go bobcats!


APPLE WATCH
IPOD
ALUMNIGEAR
DINNER
+ MOVIE

Like

LIKE THIS POST TO BE ENTERED INTO A RAFFLE TO WIN

Department of Communication, Georgia College
Today at 5:00 pm · e

SUMMER INTERNSHIPS



Interested in working with a digital/advertising agency? One of our alumni, Veronica Ulicny, has been working with Vert the past few years, and wants other GC communication students to join.

"I first interned with Vert Digital for my internship requirement. Because of the skills I gained from this department, I was able to transition to a full-time job." -Veronica Ulicny

Like · Comment · Share

26 people like this.

3 shares

Write a comment ...

Department of Communication, Georgia College
Yesterday at 2:55am · e



Congratulations to all 83 of our graduates! We are proud of every single one of you. Our department is only an email away, so do not hesitate to stay connected.

Now that you are officially alumni, let us know if you are interested in attending future Mass Communication Mixers, interviewing students, or being a guest speaker.

Like · Comment · Share

144 people like this.

10 shares

Write a comment ...

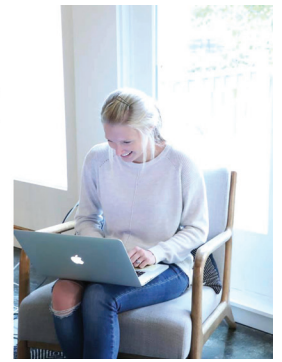


Alumni Spotlight

Alumni Spotlight

KENDAL PATTERSON

Media Coordinator for



Alumni

Is your company searching for new interns or employees?

Contact the Career Center to sign up for the Media and Communications Interview Day



Communication Alumni

#myGCcommstory



#MYGCSTORY

What's your communication story?



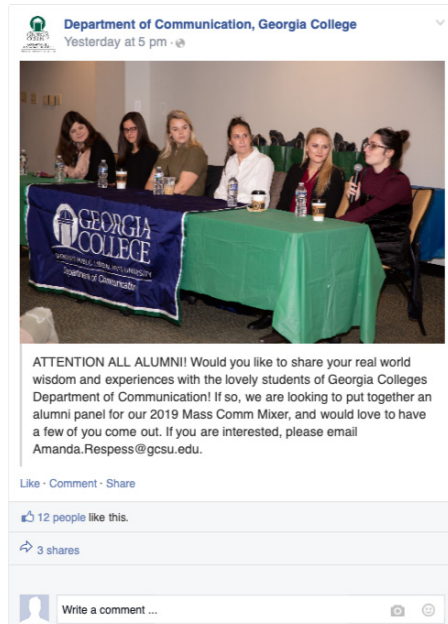
Alumni Spotlight

Alumni Spotlight

JULIA WARD

Content Creator for

THE BIG FAKE wedding



Alumni Day

Feb 14 - Alumni appreciation day

Comment on this post to be included in our weekly newsletter.

Department of Communication, Georgia College
Yesterday at 5:00 pm

ALUMNI
WHAT IS HAPPENING AT GEORGIA COLLEGE?
Department of Communication

Alumni! This is what is happening in the Department of Communication at Georgia College. With graduation coming up, our department decided to hold a luncheon for our graduating mass comm seniors. A media and communications career fair was held on campus, showcasing internships and full time opportunities. Finally, the Strategic Campaigns capstone is one step closer to final presentations and proposals for their clients. Stayed tuned for more updates on your Georgia College Department of Communication!

Like · Comment · Share

25 people like this.

3 shares

Write a comment ...

Department of Communication, Georgia College
Yesterday at 6:00 pm

ALUMNI SPOTLIGHT

- Graduated in 2018
- Interned at BRAVE PR
- Has now been full time at Brandware PR for 8 months
- Loves all things PR and Sports

DANI TAWIL
Assistant Account Executive at Brandware Public Relations

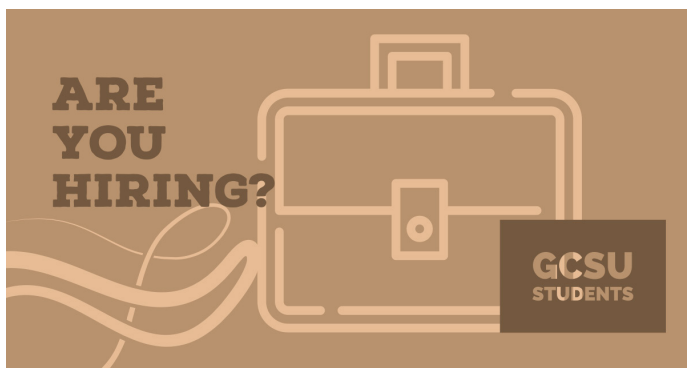
Check out our Alumni Spotlight for the week Dani Tawil. She is amazing in every way, and we are proud of the work she has done post grad! Keep it up Dani!!!

Like · Comment · Share

34 people like this.

3 shares

Write a comment ...



Audience Analysis

PROSPECTIVE STUDENTS

Data was not able to be collected due to using the department facebook page as a collection vehicle, therefore this particular audience will be built attitude, beliefs and opinion of current department of communications major and their experiences in the recruitment process.

- 1. High school graduating seniors, transfer students:** Ages 16-22
- 2. High school and college aged students** who have shown a potential interest in the media and/or rhetoric industry
- 3. Transfer students** in similar majors at other universities.

Branding ideas:

- Using "Check us out on Facebook"
- Creating an instagram account
- Using #CommunicationDepartment hashtag
- Tabling during tours
- Sending ambassadors of the program to high schools in the general Atlanta area
- Sending Promotional video for students to high school graduation counselors
- Sending Promotional video to advising officers at other universities for transfer
- Recruit in more rural, low income areas for more diversity



— Department of Communication —

Thunder gets his message across effectively, do you?

Come out
to learn
more
about the
Department
of Communication

Mass Communication | Rhetoric

From social media to speaking in front of a crowd, you'll learn how to build a well thought out message by joining the Department of Communication

-Department of Communication-

- Two majors: Mass Communication & Rhetoric
- Thought provoking classes
- Practicum and internships to grow your understanding

- The Department of Communication has two majors: Mass Communication and Rhetoric
- Learn how to create and display an effective message
- Filled with thought provoking classes

The Department of Communication

Department of Communication

Mass Communication | Rhetoric

Learn how to get your message across effectively by joining the Department of Communication.

The College of Arts and Sciences

MASS COMM IS SO EXCITED FOR YOU!

Become a well-rounded, brilliant leader with us.

WE'D BE PERFECT TOGETHER.

GEORGIA COLLEGE DEPARTMENT OF COMMUNICATION

"I COULDN'T IMAGINE A COMMUNICATION DEGREE FROM ANYWHERE ELSE."

EMMY COOPER, SENIOR '19

LEARN FOR YOURSELF BY SETTING UP A TOUR AT GEORGIA COLLEGE TODAY. WE CANNOT WAIT TO MEET YOU!

DEPARTMENT OF COMMUNICATION

MASS COMMUNICATION DEPARTMENT

When: April 23, 2020, 10 am
Where: Russell Library

DEPARTMENT OF COMMUNICATION

learn about Mass Comm.

Schedule a tour at Georgia College today to find out more about Mass Communication!



**FUTURE MASS COMM MAJORS
WE ARE READY FOR YOU!**

SEE YOU IN AUGUST

Sp Adobe Spark



COMING TO GEORGIA COLLEGE IN THE FALL?

Make sure you Like and Follow the GC Mass Communication Department Facebook page to see if Mass Comm is the Major for you!

Sp Adobe Spark



**Department of Communication Faculty and Staff
members in front of the future home of the
department - Terrell Hall.**



**GET TO KNOW THE HEAD OF
THE MASS COMMUNICATION
DEPARTMENT: MARY JEAN
LAND**

- Chair, Department of Communication and Professor
- Ph.D., Advertising, University of Georgia
- **Research:** Audience analysis, Media use in the home, Children's use of the media
- **Teaching:** Mass Communication Theory and Research and Advertising courses



**WEEK OF
Welcome**

2019

**GEORGIA
COLLEGE**
GEORGIA STATE COLLEGE OF ARTS & UNIVERSITY
Department of Communication

How to Sign Up for Your
Mock Interview Today!!



- Login to your Unify Account and click "Schedule an Appointment"
- You will select "Mock Interview-Class" and sign up that way!
- Make sure to PREPARE for your mock interview and act like it's the real deal!

110 Lanier Hall 478-445-5384
career.center@gcsu.edu

WHY YOU SHOULD BE A MASS COMMUNICATION MAJOR

How to decide if Mass Communication is for you



ARE YOU CREATIVE?

Do you love to design, critically think, event plan, write, produce, film, or do anything that uses your creative side of the brain? Mass Communication may be for you!

The curriculum covers the use of new technologies and functions that affect how journalism, public relations, advertising, broadcast television and radio, Internet and print media professionals work on a daily basis. Students are encouraged to take what they have learned in the classroom and apply it to real-world situations such as working with non-profit organizations, campus events and local businesses.

OUR MISSION

The Department of Communication offers instruction in research, oral and written communication, critical thinking, and producing and disseminating information through various media outlets. Our curriculum is designed to prepare graduates who are independent and professional communicators with strong professional, research, theoretical and critical thinking skills.



Department of Communication
219 Beeson Hall | Campus Box 32
Milledgeville, GA 31061
Phone: 478-445-8260
Fax: 478-445-2364



Are you looking for the perfect major?
Ask your advisor about the Department of
Communication today!



INTERESTED IN STRATEGIC COMMUNICATION?

ASK YOUR ADVISOR ABOUT THE DEPARTMENT OF COMMUNICATION TODAY!

Thinking about changing your major? Join us for the annual Comm Mixer!

NOV. ____, 2019 | DONAHOO LOUNGE

learn about the communication department and hear from industry professionals.



INTERESTED IN JOURNALISM?

ASK YOUR ADVISOR ABOUT THE DEPARTMENT OF COMMUNICATION TODAY!



"Georgia College has given me such an interesting and unique college experience."

Because of the countless resources and dedication of the faculty, I was able to get hired at my dream internship!"

- Hannah Darradji, Class of 2019



INTERESTED IN VIDEOGRAPHY?

ASK YOUR ADVISOR ABOUT THE DEPARTMENT OF COMMUNICATION TODAY!



Policy

Mission: The mission of the Department of Communication's social media use is to promote the department, encourage academic excellence, and unite students within the department.

Objective: The Department of Communication should target three main audiences:

1. Current Students
2. Alumni
3. Prospective Students

The social media channels are designed to focus on reaching these audiences and delivering content that is effective, on-brand, and adhere to what the audiences want and/or are most likely to engage with.

Content: The following guidelines are suggested for social media content: The focus should be on the three types of content which the target audiences (listed above) are most likely to engage with:

1. Photos
2. Videos
3. Graphics

- The best times to post for Instagram and Facebook are between 5 p.m. and 9 p.m.
- The two media channels to focus on are Facebook and Instagram.
- All captions should be informational, engaging, and conversational.

Policy

Personnel: The Department of Communication's social media outlets should have three administrators at all times. We recommend the following to be in charge of the accounts:

1. Media Lab Coordinator (Evelina Galova) - main administrator
2. Current practicum student(s) for the department - assistant administrator
3. Department head (Dr. Land) - oversight only

Use: *The Department of Communication at Georgia College encourages... In order to best highlight the department and meet the needs of its target audiences, please adhere to the guidelines below when posting and/or responded to the department's social media pages and content:*

Be authentic - All content should represent what the Department of Communications stands for. (See the department page for overview and mission statements.) All comments and content must be from named individuals and/or accounts. Do not post using an alias or an identity other than the department's.

Be respectful - Comments and content should not attack, defame, disrespect, or insult others. Do not use vulgar language, profanity, obscene language, personal attacks, or cyberbullying. Additionally, avoid using popular memes, puns, or jokes that could be classified as inappropriate, vulgar, insensitive, or unprofessional. If you have any doubt as to if the content or comments meet these standards, seek counsel or avoid posting all together.

Encourage conversation - Posts and comments should encourage engagement with followers. Content that is not on brand, appears to be commercial, or could be viewed as 'spam' will be put under review and possibly deleted.

Be professional - Understand that students, professionals, alumni, parents, and industry members are following the department. Thus, all content and comments should be professional. Before posting, read through it and check to see if it would hold up to industry standards.

Keep confidential matters private - Department gossip, drama, or legal matters should not be posted about on social channels. Avoid addressing rumors.

Know where to turn for help - If you have any questions regarding what to post, consult the others on the team. If you still have questions, speak with others in the department who have a background in social media. If you still have questions, it is better to avoid posting or commenting.

Seek permission - If you are sharing someone's work, testimony, or ideas, always ask them directly for their permission to post. Tag them in the post and give credit to the individual or organization.

Violation(s) of the social media policy will be subjective to discipline.

Branding Guideline



PANTONE®
626 C



PANTONE®
287 C

Official
Color
Scheme

Georgia College Official Fonts

Adobe Garamond Pro = Serif
Avenir = Sans Serif



Evaluation Evaluation Evaluation

Facebook

- Post consistently with relevant updates and content
- Build a community within Facebook Groups
- Promote you Facebook Group with relevant audience members
- Schedule a time and send out announcements that audience members can save and put into their calendars
- Create branded filters for audiences to demonstrate their membership in group, conference, or organization

TOOLS

- Facebook Audience Insights*
- Creative Suite for content*

Instagram

- Post consistently with relevant updates and content
- Focus on emotional content to truly connect with audience. Content that is entertaining helps the audience grow and be more informed, connect by using emotion
- Answer questions in Instagram Stories, live video and comments on your posts
- Save Instagram stories that feature certain interests, expertise areas, experiences, and topics on your instagram page. Create a branded title cover that is universal for your brand
- Integrate messages with a strong call to action. Tag audience members, comment, follow, share

TOOLS

- Creative Suite and Canva for content*
- Instagram Insights*