

Public Relations Planning Sheet

Applied PR Writing

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Public Relations Situation: A Department of Journalism and Strategic Media campaign to promote Strategic Social Media concentration to PR majors.

Key Publics Analysis: Public relations students.

Wants/interests/needs:

- Modern material relevant to today
- Job opportunities after college- evidence that their time spent will make them more hireable
- Intellectual stimulation and interesting work
- Invigorating assignments that have real world implications and are changing
- Don't want to be overworked with something very time consuming or intensive/ have a busy schedule

Core News: The Department of Journalism and Strategic Media is encouraging students with public relations majors to add a Strategic Social Media concentration to their plan that will better prepare them for real-world careers.

Benefit Statement: The University of Memphis equips Strategic Social Media students with relevant social media management skills. "The Strategic Social Media concentration includes strategy development, digital analytics, paid organic social campaigns, and audience research." (UofM Website). Strategic Social Media concentration graduates are very successful in the job industry working as social media managers, entrepreneurs, and more in all kinds of settings.

Tone of Message: Communication with potential Strategic Social Media students should be positive, light, and casual. The email should uplift the students and present the Strategic Social Media concentration with appropriate language. It should target the individual student and pertain to their unique needs to convey that it is a fit.

Intended Outcomes: (bullet list)

- To make students aware of the requirements of the Strategic Social Media concentration, (51 credit hours from the JRSM department and 9 credit hours from the Fogelman College of Business) without deterring them.
- Increase the PR students' overall understanding of the concentration.

- Provide all the benefits of the Strategic Social Media concentration to the prospective students.
- To create the attitude in students that the concentration may be right for them.

Action Statement: Inviting PR students to add a concentration of Strategic Social Media to their degree plan.

Readability Range: The information would be accessible to the key publics if it was sent to college PR students at the University of Memphis. Particularly Freshman and Sophomores would be more open to additional opportunities, changes, and persuasion to add the Strategic Social Media.