

## Public Relations and Social Media Planning

### ROSTIR Public Relations Planning Guide

#### Research and Diagnosis:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• <u>Focus</u>: Personal blog offers a broad, yet defined, range of fashion PR topics that provide plenty of content including strategies, working in fashion PR, PR development, and other fashion and lifestyle communication content.</li> <li>• <u>Creativity</u>: Incorporating different perspectives to blog posts that focus on a variety of concepts including, but not limited to, graphic design, research, writing, and fashion design and illustration.</li> <li>• <u>Motivation</u>: Constantly staying up to date with most recent media trends, as well as updating social media platforms and personal blog accordingly. Publishing blog posts every other week and keeping website up-to-date by continually sharing latest work, thoughts, and experiences.</li> <li>• <u>Experience</u>: Previous experience in research, writing, design, and communications in general. Professional skills include Adobe Suite, Microsoft Office, CisionPoint, and Hootsuite among others. Personal skills include fashion design, organization, teamwork, and writing.</li> </ul>	<ul style="list-style-type: none"> <li>• <u>Unknown entity</u>: New blog that is not yet known. Advertising and promoting the 'brand' is competitive and time consuming.</li> <li>• <u>Blog</u>: No previous blogging experience; therefore, lack of blogging knowledge</li> <li>• <u>Engagement</u>: Although profile is professional, engagement is poor across all social media platforms, especially Twitter.</li> <li>• <u>Anxiety and Perfectionism</u>: Constantly anxious about the quality of work, and overly critical of my own work. Developed a propensity to over-think about projects or duties.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• <u>Networking and Cross Promotion</u>: Effective networking and cross-promotion strategies to expose blog and social media as a whole to target audience.</li> <li>• <u>Social Media</u>: The growth of my social media presence provides an opportunity to expand social reach across all social media platforms.</li> <li>• <u>Fashion PR</u>: The drastic growth of the fashion industry provides more online space for fashion public relations content, which is my area of interest.</li> <li>• <u>Experience</u>: Utilizing my writing, research, design, and communications skills to boost online presence and taking advantage of multiple platforms such as Hootsuite and CisionPoint to expand social media presence and engagement.</li> </ul>	<ul style="list-style-type: none"> <li>• <u>Cost</u>: Limited budget to use paid media to improve online presence.</li> <li>• <u>Trends</u>: Social media platforms and trends are rapidly expanding and changing. Staying on constant alert and keeping up-to-date with most recent trends is time-consuming and difficult to follow.</li> <li>• <u>Engagement</u>: Online persona impersonality and mediocre engagement</li> <li>• <u>Fashion industry</u>: The fashion industry is rapidly growing and difficult to get into. Competition is exponentially growing, which makes it difficult to excel and prosper within the field.</li> </ul>

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**Target Audience/Consumer Profile:****Elena Quinn, 27, director of public relations**

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- Intended audience: Influencers, professionals, and other individuals interested in fashion public relations, fashion blogging, social media management, and brand building.
  - Demographics and psychographics: Upper-middle class female millennials between the ages of 18-24 with annual incomes between \$25,949-\$76,964 per year.
  - Habits and Interests: Interested in offering guidance to brands and individual designers seeking to influence the online world. Enjoy working with independent business owners, including social media strategists, journalists, and freelance publicists. Work focuses on providing support in business strategy and planning, brand-building content strategy, blog strategy, social media management, pitch writing, and influencer outreach. Habits include online shopping and window shopping, shopping latest trends before arrival of the season, and sharing latest fashion news.
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## Objectives

	Objectives	Importance
Objective 1	Improve Twitter presence by increasing followers by 80% within 80 days (May 1, 2018).	1
Objective 2	Increase blog click-through rate to 20 clicks per post by May 1, 2018.	2
Objective 3	Achieve approximately 80 click leads from Google search (SEO) by May 1, 2018.	3

Strategies

	Strategy
Component 1	Share content with influencers and professionals through earned, shared, and owned media, as well as follow and engage with target audience. This will allow audience to connect and engage with my shared content.
Component 2	Create content that is appealing to the blog’s target audience to share across earned, owned, and shared media channels. This will allow the audience to feel part of the content creation process, which will increase blog exposure.
Component 3	Expand use of keywords and tags in blog posts. This will promote blog and personal site by searching keywords and tags relevant to my content.

## Tactics

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Tactic 1: Content creation and engagement

Objective: Improve Twitter presence by increasing followers by 80% within 80 days (May 1, 2018).

Strategy: Share content with influencers and professionals through earned, shared, and owned media, as well as follow and engage with target audience.

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Key Audience/Customer Profile:

Elena Quinn, 27, director of public relations (audience persona)

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Message: I intend to display a professional Twitter profile with content relevant to my field of interest.

Channel	Activity	Time Spent
Paid	No paid activity for this objective.	Not applicable
Earned	Create share-worthy and engaging content that serves target audience. Build relationships with publishers, editors, and influencers.	Daily
Shared	Retweet and like other tweets of potential influencers/followers to improve engagement. Participate in Twitter Chats and discussions and use relevant hashtags and @ ID's	Daily
Owned	Create Twitter chats relevant to the fashion PR industry and other personal interests/discussions to gather potential content that help in attracting possible followers.	Biweekly

## Tactics

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### Tactic 2: Content Creation and Blog

Objective: Increase blog click-through rate to 20 clicks per post by May 1, 2018.

Strategy: Create content that is appealing to the blog's target audience to share across earned, owned, and shared media channels.

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### Key Audience/Customer Profile:

Elena Quinn, 27, director of public relations (audience persona)

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Message: I intend to let my target audience know that I provide knowledgeable content that helps them understand the fashion PR industry in a professional manner, and encourage them to connect with my blog content to make them feel part of the creation process.

Channel	Activity	Time Spent
Paid	Annual subscription paid for a customized domain name.	Not applicable
Earned	Get audience involved in content creation by creating polls shared on social media platforms about industry questions, ask for subscriber feedback on upcoming posts, and include readers' quotes in blog content.	Two days for every blog post
Shared	Write biweekly blog posts that appeal to target audience needs and wants, include featured images and other visual content that differ according to social media platform, include social sharing icons at the top and bottom of blog posts, share other blog posts in order to cross-promote content, and monitor other blog posts on social media platforms.	Daily
Owned	Build a Facebook group for target audience and other interested individuals to disseminate blog content and gather potential blog ideas. Promote blog content and website on Instagram and Snapchat Stories.	Biweekly

## Tactics

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### Tactic 3: Content Creation and Cross Promotion

Objective: Achieve approximately 80 click leads from Google search (SEO) by May 1, 2018.

Strategy: Expand use of keywords and tags in blog posts. This will promote blog and personal site by searching keywords and tags relevant to my content.

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### Key Audience/Customer Profile:

Elena Quinn, 27, director of public relations (audience persona)

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Message: I intend to expand my online presence on Google search results in order to increase social media involvement and engagement.

Channel	Activity	Time Spent
Paid	No paid activity for this objective.	Not applicable
Earned	Create a list of tags across all social media platforms in order to follow and attract what influencers, bloggers, and journalists post, in order to later comment on and share.	Daily
Shared	Cross-promote content across all platforms and share links for people to connect with. Use numerous social media profiles to build links to personal site. Share good quality content across all platforms that is relevant to target audience.	Daily
Owned	Use tools such as Bitlinks in order to create personal URL to share across all platforms. Using Wix.com services to attach keywords and tags that appear in search results.	Weekly

## Implementation

Tactic and Task	Owner	Start Date	End Date	Cost/Budget
<u>Tactic 1:</u> Content creation/building relationships <u>Category:</u> Earned/shared/owned media <u>Measurement:</u> Engagement	Gigi Kavar	Feb. 9, 2018	May 1, 2018	None.
<u>Tactic 2:</u> Content creation/blog <u>Category:</u> Paid/earned/shared/owned <u>Measurement:</u> Exposure	Gigi Kavar	Feb. 9, 2018	May 1, 2018	None.
<u>Tactic 3:</u> Content creation/cross-promotion <u>Category:</u> Earned/shared/owned <u>Measurement:</u> Exposure	Gigi Kavar	Feb. 9, 2018	May 1, 2018	None.



## Reporting/Evaluation

### Tactic 1: Content Creation and Engagement

Evaluation for Measurement:

Depending the activity choose one method for measurement as outlined by AMEC:

Exposure, Engagement, Influence, Impact, Advocacy

Channel		Reporting/Measurement
Paid	No paid media for this objective.	Not applicable
Earned	<ul style="list-style-type: none"><li>Hashtag usage</li><li>Mentions</li><li>New followers</li></ul>	By measuring the usage of hashtags, mentions and the number of new followers, I expect to report back with at least 100 followers. This will be measured by monitoring the number of new followers.
Shared	<ul style="list-style-type: none"><li>Likes</li><li>Retweets</li><li>Replies</li><li>Twitter chats</li></ul>	Measuring engagement by monitoring likes, retweets, and replies of content. I expect to report back with increased influencers/followers. This will be measured using Twitter's Tweet activity at the bottom of every tweeted/retweet post.
Owned	<ul style="list-style-type: none"><li>Interactions (clicks and views)</li><li>Links</li></ul>	Using Tweet activity to measure interactions and impressions, as well as engagement (link clicks). Comparing interactions and engagement with number of followers, I expect impressions to exceed 100.

## Reporting/Evaluation

### Tactic 1: Content Creation and Blog

Evaluation for Measurement:

Depending the activity choose one method for measurement as outlined by AMEC:

**Exposure**, Engagement, Influence, Impact, Advocacy

Channel		Reporting/Measurement
Paid	<ul style="list-style-type: none"><li>Views</li><li>Referrals</li><li>Reach</li><li>Impressions</li><li>Clicks</li></ul>	Measuring exposure by monitoring the views, referrals, reach, impressions, and clicks using Wix.com visitor analytics that comes with a domain subscription. I expect the click-through rate reach around 20 clicks per blog post, whereas general impressions and views increase by time.
Earned	<ul style="list-style-type: none"><li>Impressions</li><li>Number of posts</li><li>Visits</li><li>Reposts by influencers</li></ul>	Measuring progress of posts by monitoring number of reposts by potential influencers, which will lead to measurable increased visits and impressions measured using visitor analytics and outside mentions.
Shared	<ul style="list-style-type: none"><li>Number of followers</li><li>Organic clicks</li><li>Organic searches</li></ul>	Measuring click-through rates by monitoring analytics of shared posts across all social media platforms, and considering likes, comments, and shares from other followers/influencers.
Owned	<ul style="list-style-type: none"><li>Visits</li></ul>	Measuring number of individual visits using tools such as Bitlinks. I expect to that visits will increase as click-through rates increase. Exposure will be measured using Bitlinks analytics.

## Reporting/Evaluation

### Tactic 1: Content Creation and Cross-promotion

Evaluation for Measurement:

Depending the activity choose one method for measurement as outlined by AMEC:

**Exposure**, Engagement, Influence, Impact, Advocacy

Channel		Reporting/Measurement
Paid	<ul style="list-style-type: none"><li>Views</li><li>Referrals</li><li>Reach</li><li>Impressions</li><li>Clicks</li></ul>	Measuring exposure by using Google Analytics that comes with subscription of the customized domain name. I expect individual clicks through Google search results to reach around 80 clicks.
Earned	<ul style="list-style-type: none"><li>Impressions</li><li>Number of posts</li><li>Visits</li><li>Reposts by influencers</li></ul>	Measuring Google search results by monitoring visits of Google search engine through tools such as Bitlinks and visitor analytics, as well as visits from shared posts by influencers. I expect that as more influencers share/follow my site, the number of visits through the Google search engine will increase.
Shared	<ul style="list-style-type: none"><li>Number of followers</li><li>Organic clicks</li><li>Organic searches</li></ul>	Measuring search engine optimization by using tools such as visitor analytics and Bitlinks to monitor number of followers, clicks, and searches from Google search results. I expect that through increased search engine optimization, number of followers, clicks, and searches will increase.
Owned	<ul style="list-style-type: none"><li>Visits</li></ul>	Measuring search engine optimization by using tools such as visitor analytics and Bitlinks to monitor number of followers, clicks, and searches from Google search results. I expect that through increased search engine optimization, number of visits exclusively from Google search engine results will increase.