

**PUBLIC RELATIONS END OF YEAR REPORT**  
**SUBMITTED BY JESSE WREN: 2019-2020 PUBLIC RELATIONS DIRECTOR**

SOCIAL MEDIA ACCOUNT(S)

**Twitter**

Username: @tsustugov

**Instagram**

Username: @tsustugov

**Snapchat**

Username: @trumanstugov

**YouTube**

Username: trumanstatesenate@gmail.com

***Gmail (only to be used to link social media accounts; do not use to send emails/official university business)***

Username: trumanstatesenate@gmail.com

***Survey (survey.truman.edu)***

Username: studentgovernment

***Google Drive (sign directly into google, not TruView)***

Username: studentgovernment@truman.edu

***Anchor (Podcasts)***

Username: studentgovernment@truman.edu

***Canva (PR Director Access ONLY per Laura)***

Username: union@truman.edu

2019 - 2020 GOALS

- 1. Host a biweekly photo backdrop/selfie station.**
  - a. Advertise social media platforms with informational flyers
  - b. Offer light refreshments and snacks
  - c. Partner with Purple Friday (Quad, SUB, Magruder, Baldwin, etc.)
    - i. Attend Purple Friday meetings/meet with Abbie
  - d. Purchase a photo backdrop/props
2. Host social media scavenger hunts.
  - a. Establish rules, prizes, and research best practices
  - b. Promote the contest
- 3. Increase engagement on each platform of social media.**
  - a. Facebook (1042 likes on 09/22 → 1100 likes by 12/13)
  - b. Instagram (529 followers on 09/22 → 650 followers by 12/13)
  - c. Twitter (645 followers on 09/22 → 750 followers by 12/13)
  - d. Social Media Giveaways
4. Plan live online question and answer sessions with Deanna and Katie.
  - a. Facebook
  - b. Instagram
- 5. Share recaps of Student Government's activity on campus.**
  - a. New legislation
  - b. Meetings
  - c. Special events
6. Work with the general body to discuss updating the Student Government logo.

## COMMUNICATION CHANNEL

- [https://docs.google.com/spreadsheets/d/1brU22gGcUQ9o20DfCubL612Li\\_LTutgPCrdKDuok-VQ/edit#gid=1366677762](https://docs.google.com/spreadsheets/d/1brU22gGcUQ9o20DfCubL612Li_LTutgPCrdKDuok-VQ/edit#gid=1366677762)
- Committees and members of the general body could use this sheet to submit social media requests. This allowed me to keep track of my projects and deadlines without a request falling through the cracks.
- It was beneficial for me to create separate tabs for each semester. Note that the spring semester had many more projects due to event weeks and the transition to remote learning. But, please note that no election advertisements are shown on this sheet.

PR Director Communication Channel						
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If you have any concerns, suggestions, or immediate needs, please contact Jesse Wren at 1-573-604-2665.						
	A	B	C	D	E	F
	Date	Name/Committee	Request	Insert Attachment/Link	Dates/Deadlines	
1						
2						
3	12/21	External Affairs	Update alumni newsletter and send it by email	(RE: Emily Smith)	12/21	✓
4	12/28	ESFAC	Proposal poster	<a href="https://docs.google.com/design/DADvaM9-pjYgQBQWP7JQR">om/design/DADvaM9-pjYgQBQWP7JQR</a>	12/29	✓
5	1/7	PR Director	Welcome back post	<a href="https://docs.google.com/design/DADwYDvSgB4/LHA5in01oQ">om/design/DADwYDvSgB4/LHA5in01oQ</a>	1/13	✓
6	1/14	WLC	Create a Facebook event	(RE: Kaylee Jacobsen)	1/14	✓
7	1/17	WLC	Meet with Kaylee and discuss social media strategies	<a href="https://www.facebook.com/events/8209245616/">www.facebook.com/events/8209245616/</a>	1/24	✓
8	1/23	Academic Affairs	Meet with Josh and design/discuss poster for Educator of Year awards.	<a href="https://docs.google.com/design/DADx2meTAyA/7F4NXYBx8r">om/design/DADx2meTAyA/7F4NXYBx8r</a>	1/24	✓
9	1/26	Sustainability Committee	Share proposal form on Social Media	(RE: Truman Today Newsletter Link)	1/26	✓
10	1/24	PR Director	Social media poster / back to school giveaway	<a href="https://docs.google.com/design/DADyD7r3lBM/B0LQ41i-jw-1">com/design/DADyD7r3lBM/B0LQ41i-jw-1</a>	1/27	✓
11	1/26	WLC	Schedule Poster for Facebook	<a href="https://docs.google.com/design/DADyJtNRk3o/BbFV1J1EmQl">om/design/DADyJtNRk3o/BbFV1J1EmQl</a>	1/27	✓
12	1/25	Academic Affairs	Social Media Advertising/Snapchat Takeover	(RE: Josh German)	1/28 Meeting	✓
13	1/23	External Affairs	Advertise Voter Registration Drive	<a href="https://docs.google.com/design/DADtAqDWSjl/4MfaL1uOv3e">om/design/DADtAqDWSjl/4MfaL1uOv3e</a>	1/29	✓
14	1/28	WLC	Post Schedule to Facebook and Social Media	(RE: Kaylee Jacobsen)	1/29	✓
15	1/30	Diversity	Post TEDx Playlist and Photos	(RE: Shania Montufar)	1/31	✓
16	1/24	Academic Affairs	Advertise that nominations are open	<a href="https://docs.google.com/design/DADx2meTAyA/7F4NXYBx8r">om/design/DADx2meTAyA/7F4NXYBx8r</a>	2/3	✓
17	1/23	Purple Friday	Advertise Semester Purple Friday Events	(RE: Abbie White)	2/5	✓
18	2/6	Academic Affairs	Advertise Nominations	(RE: Instagram Poll)	2/6	✓
19	1/28	Purple Friday	Palentines day poster	(RE: Abbie White slack)	2/7	✓
20	1/28	Purple Friday	Palentines day facebook event	Abbie - 2/9 meeting	2/9	✓
21	1/28	Academic Affairs	Advertise nominations (use past quote)	(RE: Google Drive)	2/10	✓
22	2/10	WLC	Speaker Spotlight - Keynote	(RE: Google Drive)	2/10	✓
23	2/10	WLC	Speaker Spotlight - Government Panel (Anne, Brianna)	(RE: Google Drive)	2/11	✓
24	2/11	External/Diversity	Post reminder to vote	(RE: Shania Montufar)	2/11	✓
25	2/11	WLC	Speaker Spotlight - Government Panel (Sarah, Jessica)	(RE: Google Drive)	2/12	✓



## BUDGET

- <https://docs.google.com/spreadsheets/d/1eYLPu6frVdzDPFYv7WVLXUTJAaM5FFwatgtDun5ccCgk/edit#gid=0>
- I would highly encourage and suggest spending \$119.40 for the yearly subscription to Canva. If possible, continue to split the subscription with the Union and Involvement office. I use their software for all of my postings and projects.
- Other suggested purchases that I was not able to complete this year due to the complications with COVID-19 include printing advertisement posters with our social media handles for campus, purchasing a sturdier photo backdrop and props that can be used for Purple Friday events, promoting sponsored status on Facebook posts for big events and elections, and continuing to host semester giveaways.

2019-2020 Budget						
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A	B	C	D	E	F	G
<b>Public Relations Director   2019-2020 Budget</b>						
1						
2	Total Allotted Budget	\$400.00				
3						
4	Fall 2019	Budget	Actual	Difference	Account Balance	Purchasing Link
5	Alloted	\$200.00	-	-	\$400.00	
6	Photo Backdrop/Props	\$20.00	\$13.99	\$6.01	\$386.01	<a href="Frame/dp/B01GRVRNKK/ref=sr_1_35?keywords=pl">Frame/dp/B01GRVRNKK/ref=sr_1_35?keywords=pl</a>
7	Canva Subscription	\$119.40/year	\$39.66	\$79.74	\$346.35	<a href="https://about.canva.com/upgrade/">https://about.canva.com/upgrade/</a>
8	Fall Social Media Giveaways	\$115.00	\$72.00	\$43.00	\$274.35	
9						
10						
11	Spring 2020	Budget	Actual	Difference	Account Balance	Purchasing Link
12	Alloted	\$200.00	-	-	\$274.35	
13	Additional Budget Credit from Treasurer	-	\$75.65	-	\$350.00	
14	Activities Fair Giveaway	\$20.00 Amazon Gift Card	-	-	\$350.00	
15	Women's Leadership Conference Backdrop	\$65.00	\$65.00		\$285.00	Transferred to WLC Budget
16	Women's Leadership Conference Giveaway	\$20.00	\$20.00		\$265.00	Transferred to WLC Budget
17	Women's Leadership Conference Snapchat Filter	\$15.00	\$12.46		\$252.54	Reimbursement
18						
19						
20						
21						
22	(1) Amazon Gift Card Left (\$20)					
23						



## ACCOUNT ANALYTICS









- As of April 12, 2020, I have included an analysis of our current account analytics and outreach statistics.
  - Facebook: 1,137 Followers
  - Instagram: 642 Followers
  - Twitter: 679 Followers
- I highly suggest basing one of your yearly goals on audience and post outreach. The ultimate goal is to ensure that every Truman student who uses social media follows our accounts.

**Pages to Watch** Create Post























Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages

Reactions, Comments & Shares *i*

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Truman State University	26.8K 	▲0.1%	5	3.9K 
2  Truman SAB	4K 	▼0.1%	0	2
3  Truman Campus Recrea...	1.6K	0%	2	127
YOU 4  Truman Student Govern...	1.1K	▲0.1%	5	168
5  Purple Fridays at Truma...	925	▼0.1%	0	0

Reach: Organic / Paid  Post Clicks  Reactions, Comments & Shares *i*

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/12/2020 12:19 PM	 Happy Easter, Bulldogs! We hope that each of you have the most			110 	0 1	Boost Post
04/10/2020 9:36 AM	 Cheers to the weekend! This Friday we are celebrating a Purple Friday			151 	3 4	Boost Post
04/06/2020 9:02 AM	 Are you graduating this semester? If so, consider applying			1.9K 	103 20 	Boost Post
04/06/2020 8:00 AM	 'Tis the season for Student Government elections! Are you			409 	18 10 	Boost Post
04/05/2020 5:06 PM	 JOIN US NOW! #StayUpdated			191 	3 1	Boost Post