

PR(EVOLUTION)

building 21st century relationships

Social Media is the democratization of content and the understanding of the role people play in the process of not only reading and disseminating information, but also how they share and create content for others to participate. It is the shift from a broadcast mechanism to a many-to-many model, rooted in a conversational format between authors and people.

-Brian Solis

What is PR(evolution)?

PR(evolution) exposes PR in social media, explaining the role of technology in 21st century relationships to public relations students through a series of short presentations. The program covers the definition of social media; closed, semi-open and open media; and its applications to the field of public relations.

Why does The University of Alabama need PR(evolution)?

Technological development moves at a blistering pace, growing exponentially almost daily. As the internet and its tools become components of the average person's routine, the field of public relations adapts to assimilate these new means of communication and relationship building. Public relations practitioners now have instantaneous two-way communication with key publics if they understand how to effectively use social media.

As the field of public relations advances, The University of Alabama cannot allow its PR students to be left behind in this area. PR(evolution) educates students quickly and conveniently, and enables them to understand and participate in the social media revolution.

How does PR(evolution) work?

PR(evolution) will be student-based and student-run. Four twenty-minute presentations will be made by knowledgeable students every other Friday, including demonstrations, real-world examples, management techniques, and applications for students now and in the future.

What are the benefits of PR(evolution)?

PR(evolution) will

1. Educate UA PR students on social media and its importance to the field of PR now and in the future
2. Explain the types of social media and their purposes
3. Discuss means of networking and relationship-building through social media
4. Demonstrate how to manage multiple social media tools
5. Empower students to build a personal brand identity using social media

Dates

Feb. 6: PR and Social Media

Feb. 13: Breakdown of Social Media

Feb. 20: Closed Social Media

Mar. 6: Semi-Open Social Media

Mar. 27: Open Social Media

Apr. 3: Social Media Organization and Consolidation

Apr. 17: Building Brand You

Topics

PR and Social Media

This session will explore the evolution of mass communication and PR up to the explosion of digital communication and social media, as well as the most widely used PR tactics that require social media. Students will also discuss a few of the most successful and least successful PR uses of social media.

Breakdown of Social Media

Each variety of social media falls into one of three categories: closed, semi-open and open. In this session, students will learn the characteristics of each category and how to best use each tool to maximize efficiency within a PR campaign.

Closed Social Media

This session will address in greater detail the unique characteristics of closed social media and specific tools that fall into this category. Students will discuss uses of these tools and real-world examples of such tactics in the PR field.

Semi-Open Social Media

This session will address in greater detail the unique characteristics of semi-open social media and specific tools that fall into this category. Students will discuss uses of these tools and real-world examples of such tactics in the PR field.

Open Social Media

This session will address in greater detail the unique characteristics of open social media and specific tools that fall into this category. Students will discuss uses of these tools and real-world examples of such tactics in the PR field.

Social Media Organization and Consolidation

In this session students will learn how to use the tools that conveniently manage social media activity and enable one person to participate in many conversations at once.

Building Brand You

This session will focus on building a consistent online identity by adding value to social media communities, combining professional and personal interests in a manner that facilitates forming connections and building relationships.