

## **Overview**

### **Client Overview**

My client is the International House at Maxcy College (Maxcy). Maxcy is an on-campus residence hall at the University of South Carolina. It is a living-learning community that places domestic and international students together in one building to foster a global community and increase cross-cultural competencies. Maxcy is a smaller community compared to other residence halls having around 150 residents. The staff consists of six resident mentors (RMs), a residence life coordinator (RLC), a faculty principal, assistant faculty principal and business manager.

Because this is an international living-learning community, the residence hall offers experiences that engage students in international affairs, with fostering community dialogue and with educating about world issues, while inspiring students to explore new areas of interests. The building has been around for decades but the international community has only been around for four years.

### **Plan**

For my campaign, I focused on revitalizing Maxcy's social media accounts. My campaign also focused on increasing the residence hall's online presence and internal communications. Much of my work was establishing and showcasing the Maxcy brand.

My campaign also worked to document what goes on in the building and to show what makes the community what it is. I promoted the living-learning component of the community. I created a communications plan for the residence hall to lay a framework for future students doing public relations work in the community.

### **Selection**

This campaign was done as a part of my Public Relations Campaigns class, one of my capstone courses. I am a resident mentor at Maxcy and have lived in the residence hall since freshman year. This is my third year as a resident mentor in the residence hall. I chose Maxcy as my client because no one has done public relations work for the community before. On top of my

leadership role in the building, I did this campaign to help the community with its messaging and branding to push it to new heights as it continues to grow.

## **Who I Am**

I am a senior public relations major and business administration minor. I am taking this class to complete the requirements for a bachelor of arts in journalism and mass communications in May 2016. As I compiled information for this campaign, I relied on Kareemah Dennis, business manager of Maxcy, and Dr. David Snyder, faculty principal of Maxcy as resources and for guidance. This campaign is a project I worked on by myself.

## **Theory**

The overall campaign was modeled from Grunig and Hunt's public information model. It involves both one-way and two-way communication and focuses on providing information about an organization to its publics or in Maxcy's case, residents in the building and prospective international and domestic students (Bobbitt). Obtaining feedback to observe how to send appropriate messages in a manner that will be effective for a targeted audience was done in the research portion of this campaign.

## **Campaign Overview**

### **Research**

I conducted secondary and primary research that defined my objectives to understand the most effective strategies and tactics needed to reach the goals initially set for the campaign.

Most of my secondary research contained information I gathered from the residence hall's website and social media channels. The website and social media accounts were important to analyze for this campaign because they are used in the messaging strategy both internally and externally.

After completing my secondary research in January, I saw the need to gather information about residents' media use by primary research. Internal communications is important to the Maxcy

leadership staff because they want to assess what online channels residents are checking most to tailor messages to them.

I chose to distribute a questionnaire to obtain useful quantitative and qualitative data. This method helped with gaining perspectives from domestic and international students in the building. By recognizing the most effective means of communication, I established my campaign objectives which guided me in framing the campaign.

### **Goals**

The goals set for the campaign were to improve Maxcy's online presence, provide structure to the community's communication channels and improve internal communications, while creating original content for each social media account. I also wanted to update the website for increased promotion.

### **Objectives**

The objectives for the campaign dealt with increasing the community's Twitter and Instagram following by 20 percent. I also wanted to enhance engagement on Twitter, Facebook and Instagram. I set an objective to establish a communications plan for the residence hall.

### **Strategies**

The strategies I created to reach the goals and objectives included speaking with the faculty principal to assess communication needs in the building, providing a critique of the Maxcy website to update it, and actively updating social media accounts with content best fit for each platform.

### **Tactics**

The tactics I created for my campaign were fliers to promote social media accounts, writing an op-ed for the monthly newsletter, creating weekly Facebook events, making a communications plan and creating a Maxcy Gmail and YouTube account. I also spoke to the marketing department within University Housing to get the Maxcy Twitter account featured on its official Twitter biography.

For original content, I implemented a “This Week @Maxcy” document on Facebook, international spotlights on Twitter that align with #TravelTuesday and created weekly Maxcy profiles on Instagram called “Where in the World in Maxcy.”

### **Implementation**

I completed the implementation of my tactics April 10. I exceeded my objectives of increasing the Twitter and Instagram following by 20 percent. I provided a critique of the website to the faculty principal but the website is still being updated so some suggestion have not been used yet. The execution of my campaign strategies and tactics increased Maxcy’s internal communications. I brought all forms of communication together for implementation assessment.

My campaign had many tactics. The tactics that garnered the most attention and praise were with the creation of the YouTube channel, Maxcy Instagram profiles and the creation of the communications plan for the residence hall.

### **Evaluation**

My mission was to provide a framework that demonstrates how public relations activities should be conducted in the building. Overall my campaign was successful because I attained my overarching goals of providing structure to Maxcy’s communication channels and improving the residence hall’s online presence.

## Works Cited

Bobbitt, R., & Sullivan, R. (2013). Applying Theory To Public Relations Campaigns.

*Developing the Public Relations Campaign.* (p.17). London: Pearson.

International House at Maxcy College. University Housing, 2015. 7 Feb. 2016

<<http://housing.sc.edu/maxcy/>>