

# #PROGRESSU

*[ A PANEL OF PROFESSIONAL WOMEN DISCUSS DIVERSITY,  
INCLUSION AND LEADERSHIP IN PUBLIC RELATIONS ]*

By:

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**Newhouse**

“THEY TOLD ME NOT TO WEAR HEELS. AND YOU KNOW WHAT I DID? I WENT AND FOUND MY TALLEST PAIR. I’M NOT HERE TO FIT IN, I AM HERE TO MAKE CHANGE.”

- DARA ROYER, SENIOR VP & COO, SYRACUSE UNIVERSITY

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# LIKE A BOSS

## EXECUTIVE SUMMARY:

ProgressSU was a one-night panel discussion spotlighting local women in public relations, with a special focus on diversity and inclusion. The event was meant to address several systemic inequalities in the public relations workforce. According to a study by Quartz, women make up 60 to 85 percent of public relations professionals, but only about 30 percent of executive-level positions. The panel discussed the experiences of women of various races, ages and backgrounds within public relations and also brainstormed various solutions to fix equality issues within the field.

The event took place at the S.I. Newhouse School of Public Communications at Syracuse University on Monday, February 26, 2018. Panelists represented a range of experiences and backgrounds: Anneliese Cassalia from Syracuse-based agency Eric Mower and Associates provided insight as a junior-level employee in an agency setting; Dara J. Royer, the senior vice president and chief communications officer at Syracuse University spoke to the nonprofit sector; Master Sergeant Angel Ford of the New York Air National Guard offered a military/public affairs perspective; and Eboni Brittr of Kodak shared her experiences in the corporate world.

ProgressSU was inspired by SHEquality, an initiative of the PR Council. ProgressSU was originally conceived of as an offshoot of SHEquality specifically tailored to the schedules and needs of college students. Initial communications about the event thus used the name and branding SHEqualitySU, but a conflict with the PR Council over unauthorized use of their branding ultimately necessitated a re-branding of the event. The tweets and other communications that used the SHEqualitySU name and logo were removed and replaced with the new event name and branding.

The target audience for this event was public relations undergraduate and graduate students attending the Newhouse School. A majority of public relations students at Newhouse are women, which mirrors the gender makeup of the workforce. Since the focus of the panel was on women’s leadership and diversifying the C-Suite, female students were specifically targeted in communication and outreach efforts.

Communication strategy for this event centered around two main tools: Twitter and traditional word-of-mouth efforts. A month-long Twitter campaign on the NewhousePR Twitter page built interest in the event and provided context to the discussion. Promotion on-campus consisted of hanging posters in heavily-trafficked areas in Newhouse and utilizing the connections of Newhouse public relations faculty to promote the event to staff, colleagues and students. A Snapchat geofilter was also available within the Newhouse building complex on the day of the event to promote attendance and foster awareness.

ProgressSU saw immense success in both its communications efforts and panel discussion for its first appearance on the SU campus. The event was standing-room only, highlighting the importance the topic held with Newhouse students. In the month of February, the NewhousePR Twitter page garnered 35,000 impressions from 30 tweets, and in one day, the ProgressSU Snapchat geofilter was viewed nearly 4,000 times. The event earned media attention from Mornings On the Hill, a student-run television show, as well as on several student blogs. In the future, Newhouse faculty have shown interest in making ProgressSU an annual event.

# OBJETIVO

- 

**LOCALLY IN PUBLIC RELATIONS ON MONDAY, FEBRUARY 26, 2018.**

audience while maintaining its existing customers.

## TACTICS-

- Promote the event on Twitter



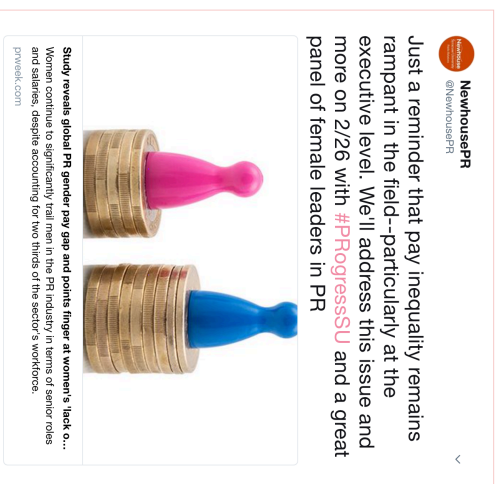
# OBJECTIVE 2

TO INCREASE AWARENESS OF SYSTEMIC ISSUES FACING WOMEN IN PUBLIC RELATIONS BY GAINING 15,000 TWITTER IMPRESSIONS BETWEEN FEBRUARY 1, 2018 AND FEBRUARY 26, 2018.

**STRATEGY** – Utilize the following of the NewhousePR Twitter account to run a social media campaign

## TACTICS-

- Run a month-long social media campaign about women in PR
- Pin event announcement to top of NewhousePR Twitter page
- Post one original tweet Monday - Friday
- Post interactive tweets once per week to encourage interaction
- Spotlight powerful women working in public relations
- Share relevant stories, articles and data that talks about women in public relations.
- Spotlight confirmed panelists the week leading up to event.
- Promote poster with event location, date and time on Twitter page frequently.



# 61 RETWEETS 169 LIKES



# OBJECTIVE 3

TO REACH 50 TOTAL RETWEETS AND 75 TOTAL LIKES FOR TWEETS PERTAINING TO THE EVENT ON THE NEWHOUSEPR TWITTER PAGE BY THE END OF THE EVENT ON MONDAY, FEBRUARY 26, 2018.

**STRATEGY** – Utilize NewhousePR Twitter following to promote event.

## TACTICS-

- Tweet once a day between Monday - Friday for three weeks
- Quote tweet relevant articles found in the NewhousePR Twitter feed
- Spotlight powerful women working in public relations
- Post interactive posts, i.e. Twitter Poll
- Share relevant stories, articles and data that talks about women in public relations.
- Spotlight confirmed panelists the week leading up to event

# OBJECTIVE 4

**TO FILL NEWHOUSE 3 ROOM 251 TO ITS MAXIMUM SEATING CAPACITY OF 52 PEOPLE ON MONDAY, FEBRUARY, 26, 2018.**

**STRATEGY** – Utilize social media and word-of-mouth to promote the event on campus, specifically within Newhouse.

## **TACTICS-**

- Hang posters in popular locations around Newhouse
- Talk to Newhouse professors to have event count for extra credit
- Run social media campaign leading up to the event
- Get email sent out to listserv to all Newhouse PR students
- Purchase Snapchat geofilter with room location displayed
- Put poster on easel in Newhouse on day of event



# OBJECTIVE 5

**TO HAVE 50 USES OF THE HASHTAG #PROGRESSSU BY THE END OF THE PANEL.**

**STRATEGY** – To promote conversation with the use of the hashtag

## **TACTICS-**

- Use the hashtag #PProgressSU in each tweet to promote use
- Encourage a Twitter discussion during the event
- Display Tweetbeam in the background of event to encourage social media engagement



# OBJECTIVE 6

TO REACH 20 VIEWERS ON THE TWITTER LIVE STREAM DURING THE PANEL EVENT.

**STRATEGY** – To allow off-campus audiences to be a part of the event

## TACTICS-

- To go live on Twitter during the event, due to numerous requests to show online.

# OBJECTIVE 7

TO CREATE A GEOFILTER IN NEWHOUSE THAT IS VIEWED 2,000 TIMES AND USED 50 TIMES ON MONDAY, FEB. 26, 2018 BETWEEN 8 A.M. AND 9 P.M.

**STRATEGY** – To use a popular social platform to promote event

## TACTICS-

- Create geofilter with that aligns with ProgressSU poster branding and evokes female empowerment through popularized motifs. (ie: Rosie the riveter, female symbol)
- Purchase geofilter as a Syracuse University sponsored event
- Make geofilter viewable in entire Newhouse building
- Promote use of geofilter during the event by retweeting posted images on Twitter
- Promote use of geofilter at speaking panel

34,000 impressions 

 85 Twitter mentions

 39 unique authors

239 #ProgressSU engagements

62 live streams 

1,992 Twitter visits

# 507 #ProgressSU mentions

 59 URL clicks

3,986 geofilter views 

 268 Geofilter uses

1 news broadcast 

# PAID

**PAID:** Paid media took two forms: a one-day Snapchat geofilter and 20 11" x 17" posters. Both of these tools were specifically designed to be used where our target audience would have the greatest likelihood of seeing them: in the Newhouse complex.

The Snapchat geofilter, which was geolocated to only be available to Snapchat users in the immediate vicinity of Newhouse, was our most expensive marketing outlay, totalling \$74.69. Our geofilter was viewed 3,986 times in total and used 268 times, which created a total reach of 4,508 unique users in total. This meant that our cost per user was around \$.02, and our cost per use about \$.28. It is unlikely that we could have found a more cost-efficient social media advertisement for this event, as neither Twitter nor Facebook would have permitted such efficient targeting.

According to research from Hootsuite, the 18-24 year olds use Snapchat more than any other age group, and although precise figures are not available, Snapchat's CEO Evan Spiegel said in 2013 that a vast majority of the app's user base are women (Newbury, 2016). These demographics match those of our target audience perfectly.

We also relied on a more traditional form of paid media: posters. A standout design that pared simplistic, bold text with a trendy pink background again spoke to how our target audience viewed themselves: bold communicators with a feminine flair. Posters were placed on bulletin boards throughout the Newhouse complex, as well as on the doors of several faculty offices (notably in Newhouse 2). Although it is more difficult to quantify the posters' impact, they proved to be eye-catching and memorable. Reporter Jose Cuevas' interest in the posters was what led him to cover the event for Orange TV, and one student attendee liked the poster design so much that she made it the cover image of her personal blog.

**EARNED:** Earned media was not an explicit focus of the campaign, but the panel discussion nevertheless generated significant attention from student media. It was the subject of a dozen blog posts from attendees and also a featured segment on Orange TV's Mornings on the Hill, a weekly televised news-magazine show. Much of the student blog attention was a direct result of our success at activating professors and other academic influencers to incentivize attendance at the panel discussion. The Mornings on the Hill piece resulted from a different and equally satisfactory motivation: the inherent news value of the panel attracted reporter Jose Cuevas, with no pitch necessary.

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**SHARED:** Shared media was a pivotal aspect of promoting this event. In particular, the Newhouse PR department was a crucial part of our promotion strategy. Newhouse faculty influencers like Kelly

Gaggin and Gina Luttrell amplified PProgressSU's reach by retweeting and quoting tweets. Their status as professors also added legitimacy to the event due to their reputations and large followings. Professors also are also particularly resonant influencers for our target demographic of Newhouse students. The Newhouse PR department also shared the event to all public relations students via a listserv email, which ensured that every public relations student in Newhouse was aware of the event.

On the day of the event, shared media was heavily used to promote the event. The Snapchat filter is a key example of this methodology. The PProgressSU filter was available on the day of the event, and anyone who used the filter and sent it to their social circle provided shared media. The geofilter had the slogan "Like A Boss" branded in a pink speech bubble, which caused the organic growth of the hashtag #LikeABoss to also pick up notable use throughout the panel discussion. Personal social media tweets was also a large source of shared media. Faculty members, Newhouse public relations graduate students, and professionals off-campus who were interested in the event all provided shared media by posting about the event.

**OWNED:** Owned media was the primary tactic to promote the PProgressSU event. Twitter was the most heavily used tactic for created owned media because it was the most easily accessible. The Newhouse PR department allowed full usage of its Twitter page throughout the duration of the social media campaign that lead up to the event. In total, 30 posts were made on Twitter pertaining to the PProgressSU campaign. This does not include the tweets that were deleted following a name change of the event.

A content calendar for the month of February was made for Twitter to create a general plan each week for content. A majority of Twitter posts were spotlight posts that highlighted powerful women in public relations. A total of eight spotlight posts were created, which featured a headshot and a quote about working in the field, and all posts had the same pink and orange branding from the PProgressSU poster. Additionally, articles pertaining to women in the workplace and women in public relations were used to highlight the core values of the PProgressSU event. Interactive posts, such as Twitter polls, were used to encourage interaction with the NewhousePR Twitter page.

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# CONTENT — FEBRUARY 2018 — CALENDAR

SMTWTHFS												
	29	Logistical meeting.	30	Initial outreach to panelists.	31	Twitter - Retweet relevant content.	1	Twitter - Spotlight woman leaders in PR. <i>MAUREEN LIPE</i>	2	Twitter - Post interactive pole about women in PR.	3	
4	5	Confirm with panelists.	6	Twitter - Spotlight woman leaders in PR. <i>DONNA IMPERATO</i>	7	Twitter - Retweet relevant content.	8	Twitter - Spotlight woman leaders in PR. <i>CRYSTAL WASHINGTON</i>	9	Twitter - Post interactive pole about women in PR.	10	
11	12	Logistical meeting.	13	Twitter - Spotlight woman leaders in PR. <i>PATRICIA NICASTRI</i>	14	Twitter - Retweet relevant content.	15	Twitter - Spotlight woman leaders in PR. <i>CHERYL MCCANTS</i>	16	Twitter - Post interactive pole about women in PR.	17	
18	19	Twitter - Retweet relevant content.	20	Reserved room and parking. <i>DARA ROYER</i>	21	Twitter - Retweet relevant content.	22	Twitter - Spotlight woman leaders in PR. <i>EBONI BRITT</i>	23	Twitter - Post interactive pole about women in PR.	24	Submitted geofilter.
25	26	Twitter - Remind w/ event details.	27		28							
	26	Twitter - Spotlight panelists. <i>ANGEL FORD</i>										



# EVALUATION

**OBJECTIVE 1:** The ProgressSU event was planned and executed successfully. The four panelists for this event were confirmed one week prior to the event. Panelists were found through personal and professional connections within the Syracuse area from areas spanning from non-profit, education, agency, military and corporate. A moderately-sized event space was booked in proportion with expected attendance of the event. Promotion of the panel was very successful within Newhouse. Posters were hung in heavily-trafficked areas within the Newhouse complex, and received notable praise from students at the event. Panelists were taken to dinner at the Sheraton prior to the event, and received Newhouse gifts in conclusion of the discussion.

**OBJECTIVE 2:** Between February 1 and February 26, we generated 25 tweets about the event from NewhousePR's dedicated Twitter account. Twitter posting was somewhat erratic time-wise and content-wise, but ultimately didn't affect our ability to meet--and far exceed--this objective. These tweets garnered over 30,000 total impressions as of Sunday, March 4, meaning we met our initial benchmark of 15,000 impressions and then more than doubled it. Our most powerful tweets in terms of impressions were those that used multiple hashtags and tagged other Twitter users, which amplified the reach of these tweets to new and related audiences.

**OBJECTIVE 3:** Twitter Analytics was used to measure the outcomes of this objective. The number of retweets and likes received on the NewhousePR Twitter page exceeded this objective. In total, tweets pertaining to the event on the NewhousePR Twitter page received 61 retweets and 169 likes. Posts that gained a higher number of retweets typically promoted the ProgressSU event; meanwhile, posts that were particularly popular in receiving likes were the spotlight posts that highlighted women in public relations as well as our panelists for the ProgressSU event.

**OBJECTIVE 4:** We far exceeded the 52-person capacity of our program room, with an estimated 75 attendees. The phenomenal turnout was due in large part to our ability to effectively mobilize word-of-mouth networks. We shared information about the event with several PR professors, who in turned not only passed the information on to their students, offered extra credit for students that attended the event. The authority and ability of professors to incentivize attendance made our message more compelling, and gaining buy-in from these influencers was a vital part of our success. Our digital push (Twitter, email, Snapchat) ensured that student awareness of the event remained high, even outside the classroom.

**OBJECTIVE 5:** To measure this objective, the free social search tool TalkWalker was used to gain analytics and insight on the use of the hashtag #PRProgressSU. The analytics tool tracked 507 mentions of the hashtag and 239 engagements with the hashtag with 39 unique authors.

**OBJECTIVE 6:** Twitter Live was used to broadcast the ProgressSU panel discussion in real time on the NewhousePR Twitter page due to numerous requests from participants off-campus. At the end of the event, 62 viewers had watched the live stream. Currently, the live stream is now available to replay on the NewhousePR Twitter page. To date, the broadcast now has over 160 viewers.

**OBJECTIVE 7:** The geofilter was a tool that was carefully calculated to reach our target audience. College-aged women are the most frequent users of Snapchat, and since the geofilter was positioned to run only in the vicinity of Newhouse, we were guaranteed a high overlap between our target audience and people who would see our geofilter. Although the process to design and get our filter approved was tedious, it was well worth the effort. We met and exceeded both portions of our objective: the geofilter was viewed 3,986 times in total and used 268 times.



**NewhousePR**  
@newhousepr

Eboni Britt is the #publicrelations and #marketing manager at @Kodak, one of the world's most venerable imaging companies, overseeing #strategies and #campaigns that are bringing new attention to the #brand. She is also obsessed with learning new words (aren't we all) #ProgressU

"I OBTAINED MY MASTER'S DEGREE AT NEWHOUSE WHILE SIMULTANEOUSLY WORKING A FULL-TIME JOB AND RAISING A YOUNG FAMILY."

- Eboni Britt  
PR and Marketing Manager,  
Eastman Kodak Company

#PROGRESSU

6:25 PM - 22 Feb 2016

Retweets 10 Likes

🔄 📌 ❤️ 10 📧

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**NewhousePR**  
@newhousepr

Why Are There So Many Women In Public Relations? The field is heavily mchichos female. Is it because of a lack of better options - or is it in fact the best possible option?

theathn.tc/2C6cYTK

Following

7:36 PM - 8 Feb 2016

1 Retweet 2 Likes

🔄 📌 🗨️ 2 📧

**NewhousePR** @NewhousePR · Feb 16

We have our distinguished speakers planned to sit on our panel at women in public relations. What topics on the industry do you want to hear about?

#ProGRESSSU

- 29% Pay equality
- 33% Diversity and inclusion
- 39% Women in the C-Suite

24 votes • Final results

👁️ 2 🔴 1 📧

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**NewhousePR** @NewhousePR

On Monday, Feb 26 at 7 p.m. in N3 251, come see a panel of experienced local women working in public relations talk about diversity and inclusion in our field. Hosted and moderated by Newhouse PR grad students! #ProGRESSSU


Following

# #PROGRESSU

MONDAY, FEBRUARY 26TH | 7:00PM | IN3 RM251

10:18 PM - 6 Feb 2018

9 Retweets 14 Likes



Jessica Zuk


@jessicazuk


"They told me not to wear heels. And you know what I did? I went and found my tallest pair. I'm not here to fit in, I am here to make changes."

#PProgressSU #LRLNSMPPR

6:06 PM · 26 Feb 2018 from Syracuse, NY

9 Retweets · 14 Likes





Jackie Cooke

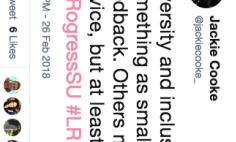
@jackiecooke


Diversity and inclusion can be exercised in something as small as listening to others' feedback. Others may not always take your advice, but at least they are listening

#PProgressSU #LRLNSMPPR

6:29 PM · 26 Feb 2018

1 Retweet · 6 Likes





Erin Gaffney


@erin\_gaffney

"Women need to be encouraging of other women, and women in C-suite positions always need to be looking for other female talent"

#PProgressSU #LRLNSMPPR

6:30 PM · 26 Feb 2018

5 Likes



**PRSA CNY**  
progressSU

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Our own Msgr Angel Ford presenting on diversity & inclusion in #PR at  
[NewhouseSU's #ProgressSU](#) event tonight

6:14 PM - 26 Feb 2018

4 Retweets   29 Likes

Taylor Kyleas  
@engagecny173

Inspiring to see a panel of such diverse,  
 accomplished women from different corners  
 of the PR field. [#RNSMPR](#) [#ProgressSU](#)

6:13 PM - 26 Feb 2018

6 Liked

0   1   12   2   6   12



 Nadell Amato · 6 days ago · 2 min read

## #ProgressSU: Students Hungry for Inclusivity

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February 26, 2018 | Julia Scaglione

# #PROGRESSSU

## The Future of PR is Progress

 iTrainor  Syracuse  February 27, 2018 | 0



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Risi, Jennifer. (2016, March 8). Public relations agencies are dominated by women. So why are all their leaders men? Quartz. Retrieved from: <https://qz.com/631499/public-relations-agencies-are-dominated-by-women-so-why-are-all-their-leaders-men/>