

PRiority!

October 2009

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New and Exciting Changes are Coming!

Dear Members,

We've been very busy the last month and a half implementing a number of new initiatives, services, and programs to improve our chapter and your membership experience.

I won't go into too much detail, but here's a snapshot of what you can expect in the next two months:

- New membership meeting location in downtown Tallahassee
- Redesigned FPRA Capital Chapter Web site
- Redesigned PRiority! e-newsletter
- A social networking and professional development event that's full of "holiday madness"

Intrigued about that last bullet? Good. You'll receive more details about the event in a few days.

We have a great board of directors this year who are working diligently to take this Chapter to the next level and increase the value of your membership. To ensure their success, we're asking members to pledge their support to our efforts by getting involved in the chapter

Join Us at This Month's

FPRA Member Meeting with *Barefoot Wine!*

Barefoot Wine has built its well-known brand of spirits based on a philosophy that blends corporate social responsibility with a little bit of PR. Kick off your shoes and get involved!

Join us on **Thursday, October 15th**
to:

*--Hear the story of Barefoot Wine
and Bubbly and how the company
got started*

*--Learn about the company's
philosophy of giving back*

*--See how corporate social
responsibility, with a little PR, is
building the Barefoot brand*

And don't forget to come early for the FPRA RUSH!

Here's your chance to pledge your support to FPRA! Come to the meeting early to learn how you can get involved in the Capital Chapter through our various committees. RUSH the committee chairs to get more information about the annual **Roast and Toast, Image Awards, Student Chapter, Community Service events, Networking programs** and **other opportunities to enhance the value of your FPRA membership.**

Date:

Thursday, October 15

Location:

FSU University Center Club
1 Champions Way

Time:

FPRA RUSH begins at 11:30 a.m.
Luncheon begins promptly at Noon.

Reserve your seat now at www.fpra-capital.org or
e-mail fprarsvp@ronsachs.com.

committees.

To make this a little more engaging, we're hosting an FPRA RUSH at the membership meeting this week. During this time, you'll get the opportunity to meet with the chapter committee leaders to see which committee is right for you. You can RSVP today so you don't miss out on the fun and the Barefoot Wine.

I look forward to seeing you there. WOOT!

Heidi Otway, APR
2009-2010 Capital Chapter President

<http://twitter.com/heidiotway>
www.Facebook.com/HeidiOtway
www.linkedin.com/in/heidiotway

Please welcome our Capital Chapter's newest member!

Brooke Hallock
Director of Marketing
Capital City Bank
Hallock.Brooke@ccbq.com

It's that time of year again ...

MEMBERSHIP RENEWALS!

Please be on the lookout for your FPRA annual renewal application from the state office. **Deadline for discounted renewal rates is October 31.**

Now, more than ever before, your FPRA membership is at work for you every day with a network of professional resources including reduced fees to chapter meetings with fellow practitioners; informative speakers and discussions that aid in your professional career; newsletters that further support the latest industry happenings in your area; and recognition through local awards competitions for outstanding public relations projects.

October's Food for Thought: Tour Local Print Shops

Ever feel like your art department is speaking Greek when it comes to print jobs? Start speaking their language by visiting a local print shop and learning more about the process.

The Capital Chapter is offering **tours of three different printers** this **October 27-29**. Each printer provides different services and will enhance your understanding the process and the various print options available to you. Participate in one tour, or triple your learning by visiting all three.

Tuesday, October 27, 2009

Join us for coffee and dessert at **Modern Digital**

Time: 1:30 - 2:30 p.m.

Cost: Free!

Place: 519 N. Monroe St.

Modern Digital provides full color copying and digital printing, as well as mailing services, graphic design, web design, and promotional item printing. www.gomdi.net

Wednesday, October 28, 2009

Join us for lunch at **FastSigns**

Time: 11:30 a.m. - 12:30 p.m.

Cost: Free! Lunch will be provided by FastSigns

Place: 2096 N. Monroe St., Suite 2

FastSigns specializes in total sign project management, offering a wide variety of products and services, including virtually all types of signs, graphics and exhibits.

www.fastsigns.com/US-FL-Tallahassee-store373.html

Thursday, October 29, 2008

Join us for lunch at **Graphateria**

Time: 11:00 a.m. - Noon

Cost: \$10.00 for a boxed lunch,

FPRA is an integral part of our professional development, continuing education and networking opportunities.

Everyone has an FPRA story of how the Capital Chapter has changed their lives - what's yours?

Send us your personal account of what FRPA means to you, and we may use your story for upcoming newsletters!

For more information, please contact Christina Johnson at Christina@On3PR.com or Jay Schleuning, APR at JayS@VISITFLORIDA.org.

Need Interns?

Come to the FAMU Career Fair!

The FPRA Capital Chapter will participate in the 2009 Florida A&M University School of Journalism & Graphic Communication Career Fair on **Tuesday, October 20**. Held in the SJGC Gallery/Building, this is a great way for our organization to recruit student members and gather resumes for the student resume book.

There is one spot left for members to greet students interested in FPRA and to share the many benefits of membership: 3 - 4 p.m. Please e-mail Allison Fogt, APR, at afogt@kidd.com to participate!

Fall Professional/Student Networking Event Coming Up!

FPRA will host its Professional/Student Networking Event at Café Cabernet, November 10, from 6 to 7:30 p.m. During this small-group format, professionals can discuss public relations topics with eager students and meet potential interns and employees.

The event will include refreshments, along with live, streaming Twitter feed of tips shared/collected by event goers.

To participate, please contact Allison Fogt, APR, at afogt@kidd.com.

or bring your own

Place: 1210 S. Adams St.

Graphateria is a full-service printer and bindery that handles commercial needs from letterheads and business cards to brochures and magazines.

www.graphateria.com

RSVP to Meg Shannon, APR, at meg.shannon@saltermitchell.com or 681-3200 by **Friday, October 23**.

Please indicate which tour(s) you would like to attend. If you are planning to attend the Graphateria tour, please indicate if you would like a boxed lunch and if you prefer a vegetarian option.

Monthly Social Media Tip: Four Twitter Hashtags Explained

By Nate Long

It's not possible to catch every single interesting piece of information posted on Twitter, nor is it expected. However, by tracking the right trends and monitoring important discussions on Twitter, you can get a large amount of useful info without expending too much time or effort. How can you do this without following every single person who may tweet something interesting? One way is by using and monitoring hashtags.

Hashtags are used to identify the topic(s) of a tweet. For example, if I were to ask my followers about great sushi spots in Tallahassee, my tweet might look like this:

"Who in Tallahassee offers the best sushi? #Tallahassee #sushi." To save characters, hashtags may be used within the content of the tweet. Therefore, "Who in #Tallahassee offers the best #sushi?" is also

A Primer on Social Media

By Jan Dobson, Capital Chapter 2009 Member of the Year

Social media's popularity has exploded. For-profit and non-profit businesses are under pressure to join the revolution. Whether your toe's in the water or you've taken the plunge, here's help in making your social media (SM) experience a great one.

Make the Most of the Social Media Advantage. Here's why:

Further business strategies and goals

Big stories and trends circulate first through SM before hitting the mainstream press. SM can give your organization insight into your constituencies' opinions and needs and your business can comment and provide context on emerging issues.

Add value to your brand and for some of your clients

Although not all of your members use SM, those who do expect it from you. That adds value to your brand and builds loyalty among those who use SM.

Build credibility with your peers and within your space

Creating an established presence in SM builds credibility. Even among those who do not use SM yet, your knowledge and use in SM could give you an edge in landing a new account.

Facilitate connections

Help connect your members and clients who are using Facebook and Twitter. You can bolster reputation and brand by connecting people and businesses.

Create buzz

SM's power is in its ability to inform and create excitement about a person or event. Use it to promote events, speakers, benefits and services. Use Twitter hashtags to rev up the buzz during events. That buzz could attract new members or clients.

Recognize clients, colleagues, organizations, staff

Using the Twitter Retweet (RT), you can build relationships and loyalty by celebrating accomplishments and recognizing excellence.

acceptable. By attaching these hashtags, my tweet will link to other tweets that include "#Tallahassee" as well as those including "#sushi" (as long as my tweets aren't locked).

Hashtags are often used at conferences to link interesting comments and dialog (many people used "#fpra" during the annual conference to link, track and monitor discussion about the conference). Anyone looking to browse tweets related to #Tallahassee, #sushi or #fpra may do so without following each person using the hashtags. Try it out! Simply search for the hashtag of your choice on search.twitter.com and browse away!

While you're at it, try these four Twitter hashtags that will jumpstart your journey into the world of tagged conversation.

#FollowFriday:

Each Friday, thousands of Twitter users recommend their favorite "Tweeps" (Twitter peeps) to their followers using #FollowFriday. The most popular hashtag on Twitter, #FollowFriday is a great way to find relevant people to follow. To use it, list your recommendations followed by "#FollowFriday." If there is room, it's also nice to include who they are and/or why you follow them. To cut down on characters, feel free to use the #ff alternative hashtag.

#journchat:

Experience some of the most useful and engaging PR-journalist dialog on the internet Monday nights at 8 p.m. ET with #journchat. PR pro Sarah Evans started the conversation in late

Here are some tips for getting started:

Don't over think it; just do it

Analysis paralysis can prevent your organization from taking the leap into social media. Starting is as simple as setting up an account and joining conversations. Try creating personal accounts and gain experience before launching business SM accounts.

It's OK to make mistakes

You will misspell a word, post a tweet to the wrong account (if you manage more than one), hit "update" before you were ready and friend a spambot. SM is forgiving and understanding. You and your organization must expect learning bloopers. Use spell check, strive for accuracy and keep your sense of humor.

Add the formal stuff along the way

Creating long-term strategies, rules and process too early can bring down a promising start (or prevent one from getting off the ground). It's one of those times in business when you should jump first and worry about details later, including integrating your presence on various SM sites such as Facebook, LinkedIn and Twitter.

Cross-promote your communication channels

Twitter's 140 characters cannot stand alone. Blogs, Web links, in-person events, photo-sharing sites, and print promotions are interrelated and should support each other. Link to more information. Promote Twitter hashtags and Facebook group names in marketing campaigns.

Don't disappoint, be consistent and keep it fresh

SM demands regular participation and excellent time management. Start small. Sustain your presence. Keep your content fresh and interesting. Have fun! When someone connects, you have one shot at engaging them - make it count.

So many choices, so little time and so few people

Talk about your human resource limitations and how to develop realistic SM strategies around those. Many organizations cannot have staff dedicated full-time to SM and making it easy for aspirations to exceed resources. Managing SM can be alluring - to the detriment of other projects. Excellent time management is a must.

Don't neglect traditional media

SM is a new tool but the marketing C's and public relations' basics haven't changed. It is true that SM gets

2008. Since then the weekly, three-hour #journchat has provided PR pros and journalists with a unique opportunity to view and participate in mutually beneficial conversation. Participants send questions to the moderator and respond to others' comments. The insight gained from these discussions is invaluable.

#PRStudChat:

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Author Deirdre Breakenridge and host Valerie Simon (President, BurrellesLuce) lead a monthly discussion that gives PR students, industry leaders and educators a unique opportunity to connect in real time. Similar in format to #journchat, this fairly new hashtag has quickly gained momentum to become one of the more popular PR-related hashtags on Twitter. #PRStudChat also provides agencies and businesses with a great recruiting tool, both for internships and entry-level positions.

#PRJobs:

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In the market for a job? The #PRJobs hashtag is attached to tweets with information about job opportunities in public relations. Create a custom RSS feed from search.twitter.com and send up-to-the-minute updates to your mobile device, RSS reader or email address. Employers, use this as a recruitment tool.

What are your favorite Twitter hashtags? Tell us on Twitter by including the #fprra hashtag in your tweet. To learn more about popular hashtags and what they mean, visit **What the Hashtag?!** and **Hashtags.org**.

See you online!

lots of hype and going green means less paper, while spam and overload complicates e-mail marketing. E-mail, Web sites, earned media and advertising are still very viable, although it is likely that the traditional press release is quickly losing its effectiveness - a topic for another day.

If you need help getting started, ask for help from someone - a consultant, your teenage or grown child, a colleague. But just start. Like, today. It can be a fun and rewarding adventure.

Jan Dobson, CAE, is a member of the FPRA Capital Chapter and senior director of marketing and communications for the Florida Institute of CPAs (@FICPA). She can be reached on Twitter @j8nd or e-mail dobsonj@ficpa.org.



Sandra Fish Gets the Capital Chapter Wired

By Michelle Morris

Sandra Fish, journalism educator and former Capitol Press Corps reporter visited and shared her knowledge of social media with Florida Public Relations Association-Capital Chapter members at the September meeting. With social media growing, this popular topic attracted more than 80 people to the University Center luncheon.

According to her Twitter account, Sandra Fish (@fishnette) is "a journalist and journalism instructor at the University of Colorado, focusing on politics, data analysis and interactive reporting." She spoke about many social media outlets including Facebook, YouTube, blogging and Flickr, but mostly focused on the ever-growing Twitter.

This accomplished journalist defined social media and why people are using it --"to connect with a broader reach, converse and interact, and communicate in real time." Fish reminded the members that there needs to be a balance on your social media accounts of professional and personal. By keeping your language and grammar appropriate to your brand while sharing your day-to-day activities, followers can respect you and your brand.

Fish also made it clear to not argue on social media or insult your clients or brand. While having your personality present on your page is good, you don't want to call negative attention to your page. Not only can you create positive attention for your company, brand or client through social media, there are many Web sites that can help track the attention your company may receive. Some good Web sites that Fish shared are: blog.oneriot.com; search.twitter.com; hootsuite.com and twitter.grader.com.

Sandra Fish was an appreciated guest and very informative. She made it clear to everyone present that social media is constantly changing; therefore it's important to keep informed by reading social media Web sites, books, and learning from peers and other professionals.