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Secondary Mathematics Teacher Recruitment Campaign Module 6: Public Relations

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Module 6: Public Relations

*Billionaire philanthropist Bill Gates said,
“If I was down to my last dollar, I would spend it on public relations.”*

Welcome to the **Public Relations** module for planning a mathematics teacher recruitment campaign. Public relations or PR is a significant element in the planning and execution of a recruitment campaign. From both tactical and strategic perspectives, PR can help maximize the impact and effectiveness of a campaign designed to recruit future mathematics teachers.

Benefits offered by effective public relations initiatives include extending a marketing budget, providing targeted communications, and boosting message credibility.

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Section 6.0: Introduction to Public Relations Initiatives

There are several types of public relations initiatives useful to any recruiting effort. These include:

- a. Media relations: using mass media to explain the need for recruitment or announce your intentions.
- b. Social media: using the power of word of mouth endorsements to help promote a position, supplement a PR effort, or emphasize a talking point.
- c. Reputation management: reviewing and defining the impact of actions and attitudes on the reputation of an organization.
- d. Crisis public relations: responding to crises and unexpected/undesired outcomes in a way that explains and restores an institution’s reputation.

For the purposes of this module that addresses teacher recruitment involving higher education personnel, the two most relevant public relations initiatives are media relations and social media. Reputation management and crisis public relations are two initiatives best left to professional public relations and business communications professionals.

Media relations is finding and engaging media to help tell the desired story from their perspective.

Social media are electronic communication tools that allow people to create and share information, ideas, pictures, and videos in virtual communities and networks. Such communications can be used for one-to-one and one-to-many interactions to tell a desired story.

Before analyzing how to manage the specific types of public relations initiatives useful to recruiters of future teachers, it is instructive to define public relations.

A truncated definition of public relations provided by the Public Relations Society of America is:

“Public relations refer to a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

<http://www.prsa.org/aboutprsa/publicrelationsdefined/#.VJcXA7BC4s>

Strategic communication refers to ways in which organizations communicate to audiences the organization seeks to reach in order to accomplish goal(s) and includes marketing communication, advertising, persuasion and public theory, and communication campaigns. These audiences are often referred to as publics.

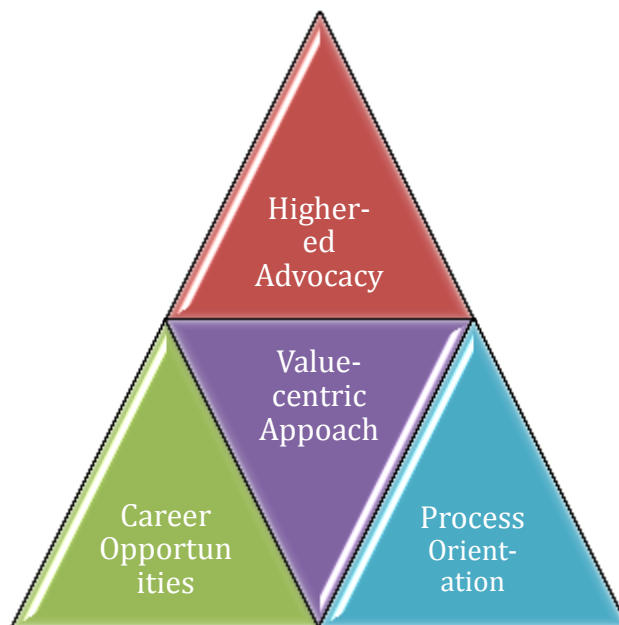
<http://www.comm.ohio-state.edu/undergraduate-soc/future-students/areas-of-study/communication/strategic-communication.html>

What is a public?

A public is a collection of individuals that behaves as a group or groups based on common appeals. For example a political party may be considered a public because most members share common values and often vote as a bloc. Another example of a public may be a community near a manufacturing plant that is concerned about the impact of a plant’s operations on the community at large, including employment, tax base, impact on roads and infrastructure, etc. For mathematics teacher recruitment, a public may be mathematics, engineering, or science majors in college, or more broadly it may be anyone who intends to enroll in college as well as parents, family members, or friends.

By appealing to shared views on specific issues, opportunities can be created for communicating with otherwise widely disparate populations

The following diagram depicts some concerns for parents of mathematics education students. Understanding these issues and the potential messaging tied to each provides insights to communicate to the group en masse and allow for common communication points.



Messaging associated with these touch points for parents might include:

Value-centric approach: At XYZ University, we offer an exceptional value, which ensures our students receive the education they seek—one that prepares them for gainful employment when they graduate. In short, we value student progress and preparation as part of our central mission.

Higher-ed Advocacy: We agree with XYZ U parents that the value and benefits of a college education are not only to prepare our students for a productive career but also to equip them with the necessary skills for a successful life.

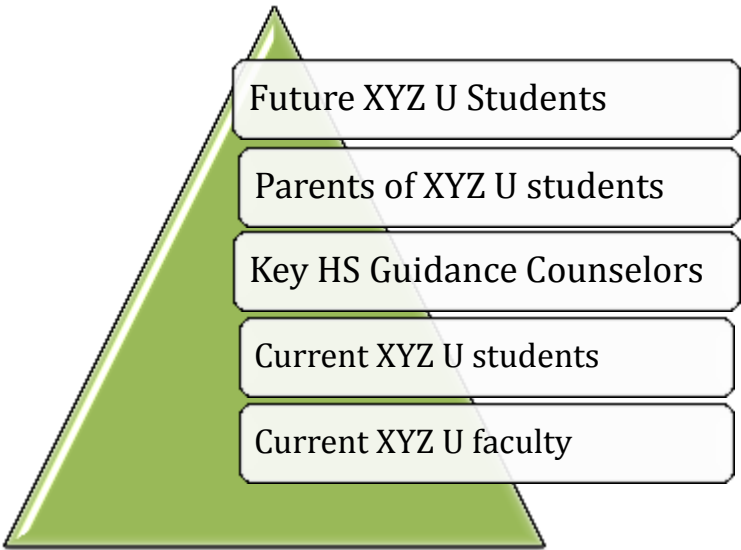
Career Opportunities: At XYZ U, our robust network of alumni and our standing in the higher education community ensure that our program has some of the highest placement rates of all universities in the United States for our mathematics education graduates. Our students also show some of the highest longevity in the mathematics education space, leading to promotion, tenure, and overall job satisfaction.

Process Orientation: At XYZ U, our students and faculty participate in a process that builds on high school experiences and contributes to their enrichment and education throughout their college experience. We are geared toward student success and the fulfillment of each student achieving his/her highest potential while enrolled at XYZ U.

Publics: From one group to many

Once individual publics are identified and concerns listed, it may also be possible to find common points across publics and focus on these as a larger block. For example, borrowing from the figure above, it is also possible to identify *multiple* key publics concerned about career opportunities in mathematics teaching, and some of the talking points supplied above may apply to more than one public.

By speaking to these concerns directly, sometimes it is possible to combine messaging and reach out to other publics. In our example below, talking points may be related to jobs and excellent career opportunities available to mathematics teachers.



A list of publics at XYZ U that might be addressed during a mathematics teaching recruitment campaign, with a focus on career opportunity

Mass appeal efforts as part of a PR initiative

For the purposes of public relations, there are times when a mass appeal approach is appropriate and other times when a targeted approach is more appropriate. For example, in terms of mathematics teacher recruitment, reaching out to a known population, like XYZ University's nursing majors who become disenchanted with nursing and seek a new major would be a very targeted approach. The students are a known quantity, they are relatively easy to locate and have a vast amount of common experience that a recruiter could draw upon.

In contrast, if XYZ University wished to establish itself among parents of STEM students graduating in the next two years as THE institution for someone to pursue a career as a high school mathematics teacher, then this would be a very mass appeal and would require the addition of substantial paid media participation to reach the target audience(s).

Publics: Broad vs. Narrow, Targeted vs. Mass Appeal

Breaking this down further, it is instructive to sort out the type of targeted public (broad or narrow) and the type of appeal (targeted vs. mass). For the purposes of defining publics for a mathematics teacher recruiting campaign at XYZ University, groups considered in a PR initiative might include:

- a. Existing high school students/career changers who need to hear about the mathematics teaching career opportunities at XYZ University and ultimately become the future base of students for a mathematics teaching program (broad, targeted public—mass appeal strategy(ies)).
- b. Returning students who need to know about the mathematics teaching career opportunities at XYZ University (narrow targeted public—narrow campaign initiative).
- c. Parents of potential high school students nationwide who want to advise their children of mathematics teaching career opportunities at XYZ University (broad targeted public—mass appeal strategy).
- d. Currently enrolled students at XYZ University who are majoring in something other than mathematics teaching but may wish to switch majors or consider a different academic focus need to know about mathematics teaching career opportunities (narrow targeted public—narrow campaign initiative).
- e. Guidance counselors and other influencers who may be able to recommend XYZ University to potential students need to know about mathematics teaching career opportunities (narrow targeted public—broad reaching campaign initiative).
- f. Faculty members at XYZ University who are looking for recommendations to pass on to their students about future careers, including becoming a mathematics teacher need to know about mathematics teaching career opportunities (broad targeted public—narrow campaign initiative).

By synthesizing these individuals into groups, a public relations initiative can be an effective mass communication and reach a broad audience.

Mass appeal/inclusiveness equals strong influence

An inclusive approach can be highly effective in amplifying the influence of various publics on a single audience—like a potential recruit. For example, if parents, guidance counselors, friends, and

others are familiar with the career opportunity message, the target audience member will be reached on a variety of levels and at a variety of times.

Mass appeal inclusiveness not always the only solution

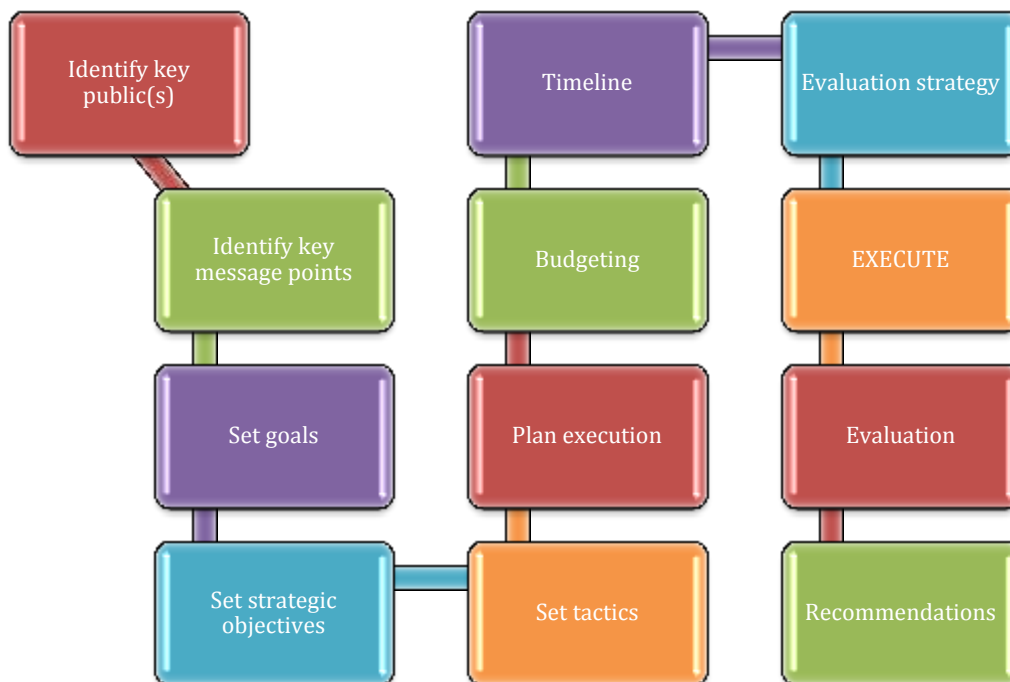
Mass appeal, however, is not always the objective of a public relations effort. Occasionally key communications to individuals with substantial influence might be preferred.

For example, a healthcare pharmaceutical information campaign might target the primary care giver who communicates directly with the end user of a product since the primary care giver has the most influence over the patient's decision to use a product. By appealing to that key information source, a decision can be reached on behalf of the patient.

This also applies to mathematics teacher recruitment. Key publics like friends, advisors, administrators, etc. may strongly influence recruitment decisions among certain publics, so sometimes it is necessary to design public relations initiatives for very specific publics rather than a broad selection of publics.

Section 6.1: Planning the Public Relations Initiative

In addition to identifying publics and relevant talking points, it is important to analyze the entire process of a public relations initiative. The process is very similar to an overall campaign approach but requires some specialization in terms of PR initiatives. The following steps are recommended when planning a public relations initiative:



Public Relations Initiative Steps

1. Identification of key publics: Who is this campaign designed to reach? What media do they use to get their information?
2. Identification of key message points: What will this campaign say to those publics? How will it be done? Are there appropriate strategic allies or other discussion leaders that should be enlisted for help?
3. Setting goals for a public relations effort: What will success look like? How will mass media relations play into the process? How will social media factor into the process?
4. Setting strategic objectives for a public relations campaign: Are they sufficiently quantifiable? How will it be measured? What will success look like? What are the expectations associated with this type of initiative?
5. Setting tactics to support the strategic objectives of a public relations campaign: How will this be done? Will this be social media, broadcast media, or print media? Events? Meetings? Career fairs?
6. Planning the execution of the campaign: When will this be done? For how long? How will the work be divided?
7. Set budgeting: How much will it cost and how will the monies be spent to achieve these objectives and tactics?
8. Set timeline: What will the key milestones be and how will they be measured?
9. Set evaluation strategy: How will this campaign be evaluated?
10. EXECUTE: How will this be conducted? Who will be approached? Who will provide the vital required services?
11. Evaluation: How and when will success be evaluated?
12. Recommendations: What could/should have been done differently? How can this campaign be improved now and in the future?

Click [here](#) for a Word document titled [Sample PR Initiative](#) that might be used or modified to fit other campaigns.

Section 6.2: Media Relations PR Initiative

The media relations PR initiative is used to leverage mass media into helping to tell the story. Media relations refers to relationships your campaign develops with mass communications media such as newspapers, radio, and television and how forming those relationships can serve the goal of improving teacher recruitment.

Media relations can also provide assistance in reducing cost. A PR media relations initiative typically accounts for 10% of the overall advertising campaign costs. Therefore, by investing in public relations strategically, the expense can offset traditional media expenditure.

Long seen as the main use and justification for public relations, media relations leverages the inherent credibility and reach of mass media to help further specific messages and talking points.

Consider that advertising is called, in the trade, paid media. Advertisers have total control of the budget, timing and placement. While this concept seems great on paper, advertising is expensive.

Consider that advertising has to pay not only for space or airtime, but also for production, talent, etc.

Mass media explosion causes media choice challenges

As the explosion of mass media into a wide variety of outlets has taken shape, the sway and influence of mass media has also changed.

In addition, as stories in mainstream media publications still carry a great deal of influence, the proliferation of mass media outlets has made the task of media relations more difficult.

Where once there may have been 10 or 20 leaders in a market that everyone paid attention to, individual media habits have specialized so now there are even larger numbers of media that need to be reached with similar messages to ensure the maximum penetration.

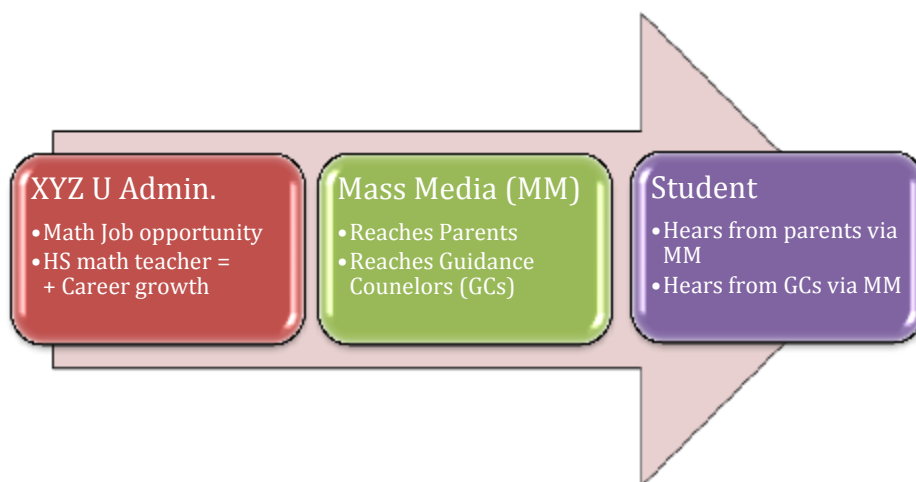
For example, thinking of cable television, according to a Nielsen report, the typical American received an average of 189 cable TV channels but only watches 17.5. So the question is which 17.5 are the right ones to deliver the target audience?

<http://arstechnica.com/business/2014/05/on-average-americans-get-189-cable-tv-channels-and-only-watch-17/>

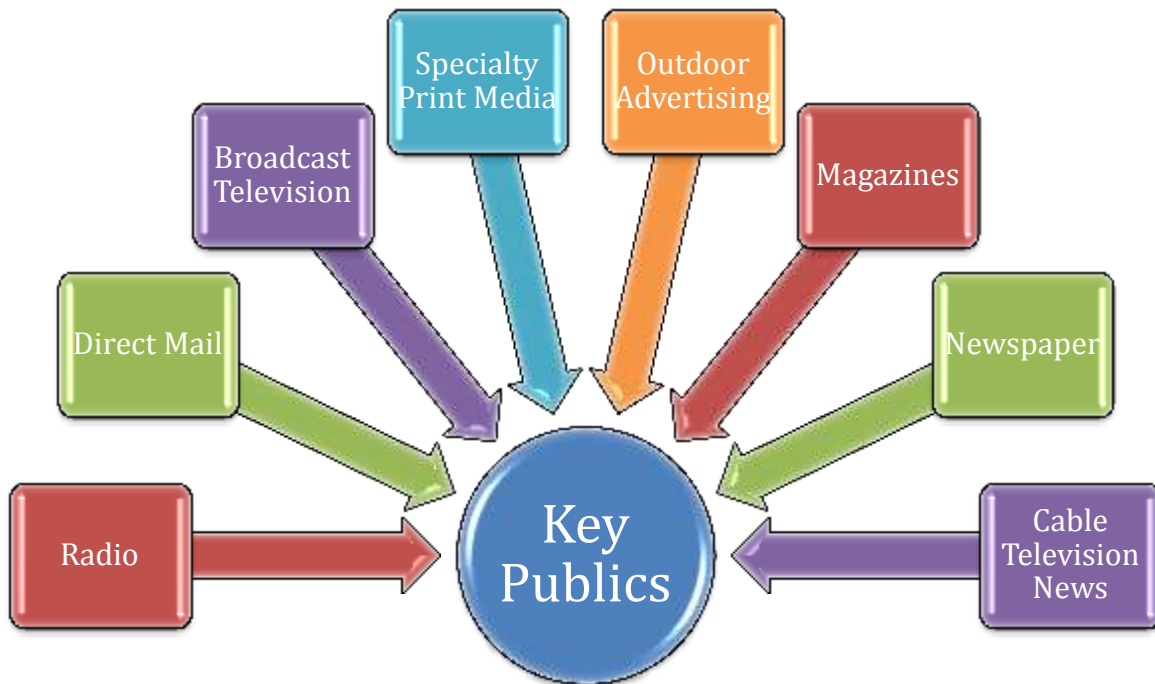
This finding does not include what is now known as the second screen phenomena wherein people, particularly young people, are simultaneously watching television and accessing supplementary content on mobile devices. In addition, the Digital Video Recording (DVR) feature has made it much more difficult for advertisers to ensure TV viewers are watching their commercials. Depending upon the type of programming and the source, television viewers often skip over commercials when watching their recorded programming.

These factors should come into consideration when considering a paid media buy.

In short, when planning a media relations initiative it is important to know what media will be targeted and how to target them.



Types of Mass Media



Identifying media influencers

One of the biggest challenges to a successful media relations campaign is building and leveraging relationships with mass media.

If a campaign is only interested in local public relations, it is easy to foster relationships with local media. This can be done with assistance from local Public Relations Society of America (PRSA) and International Association of Business Communicators (IABC) chapters. See links here:

<http://www.prsa.org/network/chapters/find/#.VJ8-q50FAM>

<http://www.iabc.com/regions-chapters/>

However, in the case of national or even international media reach, it is probably best to involve a professional service to assist in identifying mass media points of contact.

There are multiple tools and resources available for identifying mass media points of contact.

Three of the market leaders for media relations points of contact are: Cision, Meltwater, and BurrellesLuce. These companies provide software solutions that help media relations campaign planners as well as those in social media and other public relations planning to identify and reach out to key media based on any variety of criteria including geography, category, interests, beat, etc.

The companies are aggregators of information on mass media and include everything from their publication dates, to their key reporters and editors all the way down to the preferred method of contact and copies of recent articles.



Case studies explaining how these software tools can be employed in public relations planning are included below.

Cision case study on media relations for the Newtown Memorial Fund:

<http://www.cision.com/us/resources/case-studies/newtown-memorial-fund/>

Meltwater case study on social media outreach for UNICEF:

<http://www.meltwater.com/customers/unicef/>

BurrellesLuce case study for Rustoleum:

<http://www.burrellesluce.com/freshideas/category/media-relations/>

From a teacher recruitment perspective, perhaps a teacher education program wants to reach out to military veterans who are interested in changing careers and becoming mathematics teachers. An effective strategy would be to identify the largest military facilities in the United States, in particular those involved in transitioning personnel out of the service into veteran status.

By identifying these geographic areas, the researcher could then identify media that serve those communities. Once those communities are identified, any of the media relations data software companies might be accessed for a nominal fee and points of contact could be established among key media relations individuals using any of the software listed below.

IMPORTANT: It is important to note however, that many of these software providers also charge fees for accessing this data. However, many universities have memberships to one or more of these media data integrators and should be involved in accessing the information.

Press material online publishing

Another alternative to the media relations database providers is more comprehensive service providers that not only access the key media relations individuals but can provide significant assistance in sending out the actual materials.

These online publishing wire services will send out a client's desired information in the form of a press release, a media advisory, or any number of customizable publicity presentations including streaming video, photography, and online press releases.

In order to use these services, it is important to identify target audiences, media resources available for publication, and a working budget for sending out the release. The online wire

services have established media lists divided by geography, market sector, and trade and consumer media.

Using online publishing resources is a great way to jumpstart a media relations campaign but should not be considered a substitute for hands-on media relations efforts.

PR Web, PR Newswire and Business Wire (Bizwire) are three of the market leaders in the online media materials publishing space.

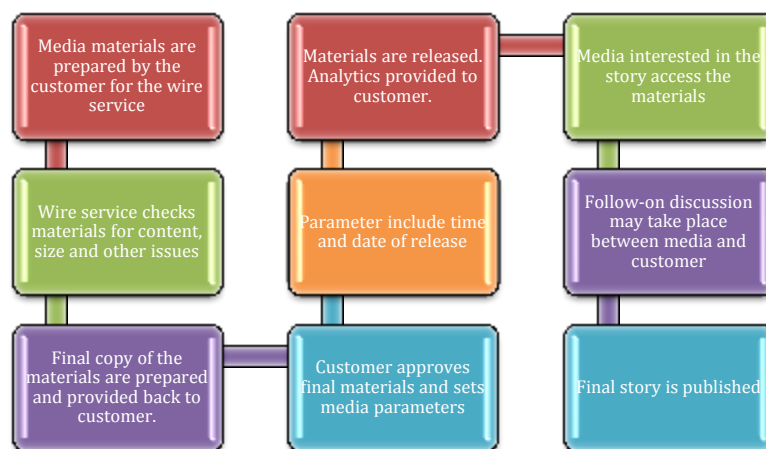


PR Web is a relatively new arrival in this service area. PR Newswire is more consumer and issues-oriented in its approach to message dissemination. Business Wire or Bizwire is, as the name suggests, more business-focused. Any can be appropriate tools to augment a recruitment campaign.

These are pay-for-play services that charge for publication of the information. The advantage of using a wire service is it will provide excellent customer service in reviewing the information, delivering specific media points of contact, and analytics detailing who accessed the information, when and for how long.

The disadvantages of using a wire service are the heavy traffic of the service and the high volume of press releases/media information sent out hourly by such a service. In addition, while none of these services is cost prohibitive, there is little to no follow-up done once a release is sent out.

The following diagram represents how online published media materials become a finished story.



Because these online published materials can be very expensive, an excellent strategy is to use the wire services sparingly, only when significant news is announced and targeted follow-up to key publics via phone conversations is planned.

The Press Release, a universal media relations tool

The most universal tool used for media relations is the press release. The press release is a one to two page document designed to speak directly to mass media representatives in a universal language that mimics, to some extent, a final news story. As with everything else related to mass media, the press release has evolved recently to incorporate video, audio, keywords, digital photography, and other elements to maximize the effectiveness of the communication.

An excellent source for the terminology and materials associated with public relations and press materials preparation is:

<http://www.mediamiser.com/resources/pr-glossary/publicity-tools-and-techniques/>

Another resource discussing how to write a press release is here:

<http://webmarketingtoday.com/articles/how-to-write-an-online-press-release/>

Key components of a press release include:

1. Headline
2. Subhead
3. A lead, 30 words or less
4. Point of contact
5. Facts in descending order of importance
6. Quotations from relevant representatives
7. A closing call to action

Click [here](#) to see a sample Press Release as a Word document titled [Sample Press-Release](#) that you may modify to create your own.

Online Distribution

Should online distribution be selected for press releases, many of the wire publication services offer advice on preparing press releases specifically for wire service distribution.

PR Newswire also offers a downloadable guide to provide step-by-step instructions in preparing online press materials for wire distribution:

<http://e.prnewswire.com/Quick and Easy Guide to Getting Your Press Release on the Wire-LP.html?CO=E-CO-1.4.2&LS=PPC>

A press release has landed in your inbox with the instructions to 'get this out ASAP!' This guide will help you collect the required information before contacting your press release provider and to shorten the time from your inbox to distribution to the world.

Getting Started

The first step is to read the press release. Being knowledgeable on the content that you've been asked to distribute will allow you to more easily answer questions from your distribution provider and make intelligent choices when it comes to your options.



What are the communication goals?

Is your PR or Marketing team interested in brand awareness, media coverage, website traffic, or a different objective?



Who is the intended audience?

Is your press release intended for the media? Consumers? Analysts? Investors? Most wire services have target distribution lists that can help you reach the audience that is most important to your news or brand.



How much can you spend?

You'll need to establish what amount of money has been budgeted for distribution, including options such as adding photos and videos.

Tips for Preparing Press Releases

Some tips in preparing press releases for online publishing wire services or independent publication of media materials:

1. Size does matter. Journalists are busy people; get to the point quickly and succinctly.
2. Use their own words. Quotations are compelling pieces of the puzzle that help tell a story and also personalize the message through the words of one or more individuals involved.
3. Visual is king. Whenever possible use visual materials to help illustrate a point or concept.
4. Spelling, grammar, and appearance count. Ensure your press materials have all words spelled correctly, contain no grammatical errors, and are clear in their design and presentation of concepts. People who write for a living are used to having their work reviewed by others and will review others work with the same critical eye.
5. Make it relevant. Help journalists understand what it is they will be talking about and why their readers/viewers will care about the story.
6. Read the paper. Watch the show. When it comes to reaching out to journalists make sure you are familiar with their work. The more familiar, the easier it is to explain the relevance.

7. Editorial Calendars. Most media have planning meetings or publish editorial calendars, which tell their salespeople and their writers what they want to discuss/talk about during certain periods of the year. For example, most editorial calendars will feature some form of appeal to the year-end holidays in their editorial calendars and will also include features addressing changes of season, major political campaigns, etc. The editorial calendar can be a valuable tool for helping to sell reporters on your initiative.
8. Persistence not pestilence: Follow-up on your media outreach efforts. Journalists receive hundreds of communications daily. They are used to interruptions and pitches. Get to the point and get to it quickly, but don't be afraid to be rebuffed in your initial efforts and ensure your release has been received.

Pitching media

In the vernacular, public relations professionals pitch their media points of contact to get them interested in covering the story. Pitching can take the form of a phone call, email, a meeting, or even a drop in. Following is an example of an e-mail pitch:

Dear Sally Fried,

Hello, hope you are well. My name is Jeffrey Ranta and I am reaching out to you today to discuss an excellent opportunity for your Parenting magazine May issue. According to your editorial calendar, you will be doing graduation stories during that month, and I would like to suggest a story on the opportunities for new high school graduates to consider becoming math teachers at XYZ University. At XYZ U we have a 98 percent placement rate for our graduates and many of our newly graduated students enter into the job market close to loan free thanks to the many opportunities we have at XYZ U to place our graduates in rewarding careers as math teachers.

I can arrange for you to interview some of our graduates as well as some of our currently employed alumni.

I think this would be a great standalone story or part of a larger story you may be working on to discuss opportunities for all graduates.

Please let me know of your interest in this story. I would love to follow up on Tuesday if I have not heard from you beforehand.

Thanks for your time and have a great day!

Sincerely,

Jeffrey A. Ranta

(This pitch memo could also be accompanied by a link to a press release or a video you have already produced to whet the journalists' appetites.)

Important tip—use exclusives sparingly

Journalism is a very competitive business and no reporter wants to be the second reporter to cover the same story from the same angle.

Knowing this can work in the pitching individual's favor. Allowing for exclusive pitches, where only one journalist scoops the other media and gains the opportunity to write the story can be seen as very attractive to a potential journalist. It can also breed resentment from the other media not granted the same access. Therefore it is imperative to use the exclusive sparingly and not to pick favorites about which reporter(s) receive exclusives at the poverty of other journalists.

Should a PR practitioner choose not to offer exclusive opportunities, it remains bad form to let other journalists know you are pitching their competition. Take practical steps, including using the BC function of your e-mail, to ensure journalists do not know who else is receiving the pitch opportunity.

Section 6.3: A Brief Discussion of Social Media

While Module 5 of this Guide is specifically dedicated to the use of social media for mathematics teacher recruitment campaigns, it is important to note that social media is widely used in public relations as a means of reaching out to target audiences. For information purposes, PR and Social Media go hand-in-hand in promoting specific information to specific audiences. In addition, in the same way that mass media stories carry inherent credibility due to the third party credibility factor, social media uses the power of the word of mouth endorsement and external publics to help move along a position or a talking point.

Consider the power of social media in light of the earlier discussion of publics:

1. Social media are organized by groups. Groups can be divided by common interest, heritage, experience, career or prior relationships. By energizing these groups to accomplish specific goals, pass along specific information or to gain consensus on a particular issue, social media has a mobilizing effect.
2. Social media are a proven commodity. Sales, political movements, even revolutions have been coordinated and managed via social media sites. This trust contributes to receptivity to calls for action.
3. Digital media and social media are a marriage made in heaven. The ability for users to post, pin, drop or otherwise upload video and still images as well as audio and text, permits a powerful message to go out to anyone, be republished by anyone, and acted upon by virtually everyone is a valuable asset that encourages behavior modification, increased message adoption and consensus building.
4. Matching analytics with messages provides real time input on the receipt of messages and can help determine if your message is at least penetrating the marketplace.
5. Many social media applications contain built-in feedback mechanisms for social media include commentary, endorsements, reposts, etc.
6. The rise of personal technology has increased the demand for original content. A savvy communicator will be able to figure out how to access the need for content and shape/fashion content that fits the hole/need.

Steps towards using social media to advance a PR campaign

1. Determine the appropriate venues for launching a social media campaign in support of a public relations initiative.
2. Prepare content appropriate for those social media venues that support and reference the public relations outreach.
3. Schedule the social media releases to coincide with the public relations initiatives.
4. Cross-promote information releases across various social media platforms.
5. Monitor analytics for success and combine with the existing PR analytics.

Determine the appropriate social media venue

The list of potential social media sites is long and ever changing. Just like television programming, social media sites also skew across different interest levels, customer ages, customer gender etc.

An added condition for categorizing social media is the type of media published and the overall purpose of the social media outlet. The table below lists various types of social media active during 2012. Those items in italics are recommended for assisting public relations initiatives in a recruiting campaign and explained in the table following.

<http://decidedlysocial.com/13-types-of-social-media-platforms-and-counting/>

1. **Social networking sites**- Facebook, Google Plus, LinkedIn, CafeMom, FitSugar
2. **Micro-blogging sites**- Twitter, Tumblr
3. **Publishing tools**- WordPress, Blogger, Squarespace
4. **Collaboration tools**- Wikipedia, WikiTravel, WikiBooks
5. **Rating/Review/Opinion sites**- Amazon ratings, Angie's List, Quora
6. **Photo sharing sites**- Flickr, Instagram, Pinterest
7. **Video sharing sites**- YouTube, Vimeo, Vines, Viddler
8. **Personal broadcasting tools**- Blog Talk radio, Ustream, Livestream
9. **Virtual worlds**- Second Life, World of Warcraft, Farmville
10. **Location based services**- Check-ins, Facebook Places, Swarm, Yelp
11. **Widgets**- Profile badges, Like buttons
12. **Social bookmarking and news aggregation**- Digg, Delicious, Reddit
13. **Group buying**- Groupon, Living Social, Crowdsavings

Social Media site	Primary Audience Demographics	Types of media	Other considerations
Facebook	Skews teens and older—social media site. Offers messaging capability. Offers excellent analytics.	--Allows for sharing of comments, digital photography and video. --Offers groups, pages and events for people to like, register or acknowledge attendance.	--High traffic volume, content can get lost in the massive amount of information posted daily. --Many pages with similar names. Important to include exact posting location information.

			--Married to specific email addresses.
Twitter	Skews heavily to teens and young adults, but also used by many companies and groups	--Text media allows for short messages, sending of links, to photos, video. --Growing fan population for this media. Many retweets.	--Have to be following in order to receive input. and/or participate in dialogue. --Limit of 142 characters, many abbreviations. --Add-on software can schedule tweets.
WordPress	Becoming more and more universal. Plug and play word publishing program for designing, creating and posting websites	--Allows for insertion of text, photos and video. --Designed for writing websites and blogs.	--Fast becoming one of the standards for website publishing. --Followed by Wix, GoDaddy and others.
Instagram	Skews heavily among women and young adults. Used for posting digital photos and short videos.	Primarily a visual medium.	A fast-growing social media site for digital images, photography, and short videos.
Pinterest	Skews heavily among women. Allows for posting, grouping of digital images and text.	Primarily a visual medium. Allows for easy repining of information.	Popular form of self-expression via digital photography. Interfaces well with smart phones.
YouTube	Used universally. A video sharing site accessible by anyone. Searchable. Multiple resolutions allow for fast uploading and downloading.	Broadly expanding clearing house for searchable video. Used by individuals, corporations, and many other organizations.	A useful tool both for accessing other information and for posting individual video information. Can be security protected. Ad supported.
Vimeo	For video production work. A video sharing site used mostly for production. Can be used for general appeal as well.	Used as a tool for sharing video production.	Non-ad supported. Password and security protected.
Google Chrome/Hangout	An offspring of the popular search engine Google Hangout, etc. is used for instant messaging and sharing information.	Useful as a community building tool.	Password protected.

Prepare content appropriate for the social media venues

Given the table above, it is important to consider the message and the form of delivery when designing a social media PR initiative.

One critical part of a social media component should always be a call to action: Like Us, Friend Us, etc. These calls to action should contribute to the overall appeal of the social media campaign.

Schedule the releases

Thanks to the ease with which social media allows you to post messages, it is no problem to schedule. This can be done using a calendar software program. Twitter and some other social media allow the postings/tweets/photos to be uploaded in advance and scheduled for distribution automatically.

Cross-promote information releases across various social media platforms

Unlike journalists who long to be the only source for a particular story, social media provide a ready-made mechanism for soliciting and returning feedback. By prominently displaying the number of friends, likes, repins, retweets, etc., social media participants are rewarded for assisting in promulgating their social media information. Also, associating oneself with a cause or campaign helps define the user's interests and values. It is important for the PR practitioner to consider how to reward and contribute to the status of social media participants who can help promulgate the desired information.

Monitor analytics for success

One of the industry changing aspects of social media is the prevalence of analytics (data on many variables related to the campaign). Analytics, if used properly, can reveal startlingly detailed findings including identifying visitors, where they entered into the digital conversation, their age, income, gender, and even political party. Some of these analytics are easy to find and free to access. Others may require some payment to the provider.

For the purpose of a recruitment campaign, at a minimum, recruiters should have an idea of what analytics are available and how to access them.

For example, if a campaign was targeting college-aged women, social media like Pinterest or Vines would be very appropriate as the analytics reveal that both of these organizations skew heavily female.

Similarly, for those campaigns designed to target career changers, a LinkedIn page with relevant postings about market conditions, challenges, and professional opportunities available for career changers.

Timing is everything

Timing is very important for any initiative or campaign. As it pertains to a teaching recruitment campaign, it is critical to realize most students are plugged in to the semester system and do not ordinarily think much about career opportunities outside the times school is in session. Therefore initiatives and efforts should be planned accordingly.

Finally, the advantage of having good analytics can allow social media planners to adjust their campaign based on the preliminary responses.

Conclusion

As a tool for recruitment, public relations initiatives can be very useful tools in extending a budget and delivering detailed, targeted results.

Public relations identify talking points, publics (target audiences), and create consensus.

The use of effective public relations and in particular media relations also ensures the clarity of the message and creates an overall positive impact for the entire campaign.

There are many software applications and databases that help deliver media points of contact and to publish press information. These programs can be very useful for developing solid media relations campaigns and reaching the different publics of the campaign.

Engaging social media in support of public relations initiative can also provide a valuable service with definitive analytics and the ability to energize/mobilize publics to become evangelists/advocates of particular PR talking points.