**Social Media Posts and Tweets**

**PRSSA Conference 2015**

For a large audience of PRSSA members and non-members, the Messiah College chapter of PRSSA planned a conference that highlighted building PR relationships, from the logistics of an event to the importance of forming relationships with other people in the industry. The objective of this document is to show the social media posts and tweets that would be published on Facebook and Twitter for audience members. By developing the content for the social media posts, I learned how to succinctly articulate important information in short, yet sufficiently detailed blurbs.

**Conference Tweets**

**Vertex, Inc. Financials 2015**

I drafted these social media posts on behalf of Vertex, Inc. a client of Bravo Group, which is the public relations firm where I interned. These posts were developed for registrants at the financial advising conference held in March of 2015. By creating the content for these posts, I gained skills in simplifying a rather complicated topic into simple and easily understood content for audience members. I also learned about the importance of using various social media platforms for marketing and advertising purposes. After I submitted these tweets for the conference, I learned how to use social media to interact with my target audience and keep the public informed about relevant topics.