

# Student PR group reaching out online

By **GENE AIKINS JR.**  
*Tower Staff Writer*

Ohio Dominican's student public relations organization is working hard to establish a visible presence in the online community.

The first task for ODU's chapter of the Public Relations Student Society of America (PRSSA) will be to create a unique Web page within the official university Web page that can cater to professionals and students alike.

The Web site will give the PRSSA the ability to showcase its hard work for various university events and share how other students can get involved.

The idea for student groups to have their own sites via the university's main Web site is not a new one, PRSSA President Steve Nyeste said.

However, he hopes to have the PRSSA be the first to take full advantage of an online homepage.

The chapter will create a place where professionals and prospective members can learn about the organization. Press releases, news articles and potentially a photo gallery will all display the successes of the organization over the past couple of years.

The group also is considering a bio page of all the officers, and contact information that will make learning about those involved in the PRSSA even easier.

At a recent meeting, the students discussed a possibility of a separate events calendar for their organization, as well as for other PRSSA chapters'

events that Ohio Dominican students could participate in.

The public relations students within the PRSSA are all well-versed in the online media world that they live in and hope to network various social media with the official Ohio Dominican site.

Allizon Munoz, an active member in the PRSSA, suggested some ways to make a Facebook fan page for the chapter with her previous experience making fan pages. Sapna Bhakta, another member of the PRSSA who uses Twitter frequently, hopes to work with Munoz to use social media to open up communication in the online community.

An events calendar might be practical for those students who often create a weekly schedule far in advance, however a Facebook fan page will allow the PRSSA to create events that will show up in the daily news feed of students. Those students who often forget to look through their email, or don't plan ahead, will now have the ability to find out about various PRSSA events through their daily logging in on their favorite social media sites.

Many students of the public relations field know that Twitter is a huge resource for connecting with media, others in the field and people in the general public who share their interests.

The PRSSA hopes to keep in a continuous conversation with other PRSSA chapters, media and create another place where people can connect with Ohio Dominican's chapter.

*Aikins, a senior, is a member of PRSSA.*



Photos by Gene Aikins/The Tower

**Top (from left):** PRSSA members Sapna Bhakta, Allizon Munoz and adviser John Palmer discuss the group's online plans.  
**Bottom:** Group members doing research.

## ODU public relations students work on town's social media

ODU's PRSSA chapter helped a local community start using Twitter and Facebook to connect with its residents.

The university's chapter of the Public Relations Student Society of America helped design the pages for Canal Winchester and created a tip sheet.

The students did the work for free to gain experience.

"Our students are experts on social media and this was a wonderful opportunity to put

that expertise to work," said Natalie Kompa, public relations professor and academic adviser to the chapter.

"I was very impressed with the students' knowledge and professionalism throughout the process," said Carrie Hoover, village community affairs director.

People can see the village's Twitter and Facebook accounts through its Web site: [www.canalwinchesterohio.gov](http://www.canalwinchesterohio.gov).