

Ashley Aronson Kelli Matthews Social Media Plan Implementation DUE: November 29, 2011

Twitter

Ashley Aronson
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1,000 Tweets 199 Following 149 Followers 11 Listed

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lizkingevents Liz King (Blog Archive) #eventprofs: Reflections on #BizBash NY by @GregRuby is.gd/OicQaH
5 hours ago
Retweeted by AshleyAronson

AshleyAronson Ashley Aronson
I can't wait for one of my favorite event of the holiday season. cbs.com/shows/victoria... Get ready boys! #eventplanning #VSFS
1 minute ago

BizBash_News BizBash
Big Laughs and Sponsor Attention: '@Variety' Comedy Benefit [#fundraising #eventplanning](http://bizba.sh/w1PliI)
3 hours ago
Retweeted by AshleyAronson

AshleyAronson Ashley Aronson
A GaGa workshop in NYC from @BizBash_News bizbash.com/barneys_makes_...
4 minutes ago

AshleyAronson Ashley Aronson
Beautiful garden wedding from @stylemepretty stylemepretty.com/2011/11/24/urb...
6 minutes ago

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PR student at UofO—graduating in December. Lover o...

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DIY Bride (10)

Ashli + Dan
This wedding makes me swoon. Full-on, hand-over-heart, big-sigh swoon. Ashli decided to light the ceremony and reception with candlelight to evoke romance and a soft feel, and the result is amazing. Shopping locally for everything, she created the ...

Event Manager Blog (11)

The Ultimate Guide to Selling More Event Tickets
This post is for those event planners who haven't realized they are the no.1 salesperson of their event. In time of crisis, ticket sales go down. Here is how to sell out and go to bed with a big smile on your face. I see a lot of talk online on how ...

Polka Dot Bride (14)

Snapshot Sunday – Your Lips Are Still Red
[image: red lipstick bride Snapshot Sunday Your Lips Are Still Red] *Photo by Amy Oliver Photography* Want More? Check Out These Posts: 1. Snapshot Sunday – Circle Of Friends 2. Snapshot Sunday – Red Lips 3. Snapshot Sunday – Always ...

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Five Oldest (and Rentable) Event Venues in Greater Washington from [Behind the Scenes Events](#)

Joseph Addison from [Beinkandescent](#)

Tips and tricks

You can hit the space key to page down and/or move to the next item. This way you can move through your reading list by using only a single finger.

I began my social media implantation at the beginning of the term. My goal was to enhance my online presence and reputation in the event planning industry, using tools such as Google Reader, Twitter and Wordpress.

I began by using my previous Twitter account. I had already established a small reputation in the event planning industry and my goal was to extend it, which was why I chose to use the same account. To do this, I would tweet at least ten times a week on even planning topics. I would use hash tags, retweets and share blogs posts that I had found from various event planning blog sites

I used my blog to write personal pieces about event planning. I thought that was extremely important to respond to comments on my blog to create conversation with my readers. From there I created a blog roll. I then uploaded that blog roll to a Google Reader account, making it easier to manage new posts to share via Twitter. This is the tool I used when I wanted to find an event planning article to share.

I decided it would be a good tactic to begin following more event planners. I immediately followed over 20 new event planners that I was not following previously. I then attempted to create an online relationship with them by sharing their stories and using their twitter handle in my tweets.

I decided to measure my success by tracking the amount of new event planning followers I had gained since the beginning of the term. I began the term with 103 followers and I now have 149. I gained 46 followers – eight of them are in the event planning industry, 18 others are in the public relations and media industry.

I am pleased that I have gained followers that I am targeting my tweets towards. However, I would like to gain more. To do this, I will increase my use of hash tags. I also think it would be beneficial to try and be retweeted as much as possible.

I also measured my success by the amount of my event planning tweets that were retweeted, 12 of them were retweeted and I had six responses from those who I used their twitter handle.

To my knowledge my personal blog was shared on twitter six times by five different people. I only know this because these people included my twitter handle. I find this extremely successful. These people were reading my blog and decided to share it with their followers, it was not simply a retweet from my account.

I would like to continue to enhance my presence on social media in the event planning industry. I believe that sending out positive, valuable tweets will help. I will continue to use my Google Reader account to share new articles. I will also continue to update my blog with event planning topics. I will continue to create conversation with my blog readers. These tactics will further my event planning presence in the social media world.