

**PRSSA** Public Relations  
Student Society  
of America

# BRANDING & MEDIA STRATEGY

# ABOUT

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## Background

Founded in 1967, the Public Relations Student Society of America (PRSSA) is the foremost organization for students interested in public relations and communications. We advocate rigorous academic standards for public relations education, the highest ethical principles and diversity in the profession. PRSSA is made up of nearly 10,000 students and advisers organized into 300 plus Chapters in the United States, Argentina, Colombia and Peru. We are headquartered in New York City, and led by a National Committee of PRSSA and PRSA members. We have a rich history of support from our parent organization, the Public Relations Society of America (PRSA), which offers professional development, networking opportunities and news.

## Mission

To provide exceptional service to our members by enhancing their education, broadening their professional network and helping launch their careers after graduation. PRSSA aspires to advance the public relations profession by developing ethically responsible pre-professionals who champion diversity, strive for an outstanding education and advocate for the profession.

## Tone

Tone: Inspiring, inclusive, welcoming

Voice: Professional, lively, direct, fresh

# Fonts

## *Titles*

### **Franklin Gothic Demi**

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789**

## *Media Graphic Titles*

### **Franklin Gothic Medium**

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NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789**

## *Body Copy*

### **Arial Regular**

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789**

## *Media Graphic Body Copy*

### **Franklin Gothic Book**

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01234567**

# Colors

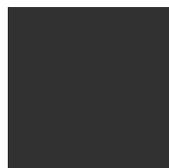
## *Primary Palette*



C: 79.64, M: 41.8,  
Y: 16.25, K: 0.52  
#3580ac



C: 0, M: 0,  
Y: 0, K: 0  
#ffffff

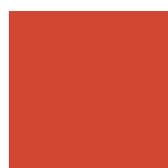


C: 69.55, M: 63.88,  
Y: 62.25, K: 59.25  
#323232



C: 97, M: 81,  
Y: 22, K: 7  
#234781

## *Secondary Palette*



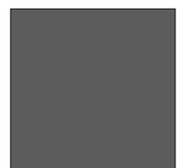
C: 12.58, M: 86.47,  
Y: 89.66, K: 2.5  
#d14734



C: 0, M: 0  
Y: 78, K: 8  
#f2e151



C: 76, M: 0,  
Y: 84, K: 0  
#12ba64



C: 62.38, M: 54.56,  
Y: 53.37, K: 26.94  
#5c5c5c

*“Advancing the  
Profession and the  
Future Professional.”*

# LOGO\*

## Usage

### *Official Logo*



### *For Documents*



### *For Graphics*



The PRSSA logo colors may be changed in honor of nationally recognized awareness months. See example below of the logo changed in honor of LGBTQ+ Pride Month.

### *Pride Month Logo*



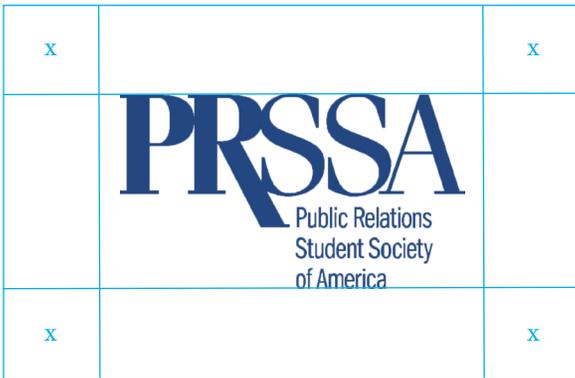
## Overlay

On top of lighter colored backgrounds, use only the blue or black logo.  
On top of darker colored backgrounds, use only the white logo.



# Clearing Space

*Official Logo*



*Logo for Graphics*



# Tagline

ADVANCING THE PROFESSION  
AND THE FUTURE PROFESSIONAL.

ADVANCING THE PROFESSION AND THE FUTURE PROFESSIONAL.

\*If any questions persist, please contact the vice president of digital communications for confirmation and final approval.

# AND TAGLINE

*To share and highlight PRSSA benefits, opportunities and its members.*

## General Content

Videos. Utilize the IGTV feature and feed for trip recaps, member/Chapter highlights and relating to the current National Committee members.

Stories for Twitter and Webinar announcements to reduce the amount of text on the feed.

Member and Chapter highlights.

Diversity campaigns.

Calls-to-action to increase member engagement.

Paid/boosted posts to better promote membership dues deadlines.

Regularly updating links via LinkTree posted in bio.

## Conferences

IGTV to entice members to attend (Committee highlights, trip recaps).

Story features to promote higher engagement (e.g. questions, quizzes, polls, countdowns).

City culture and facts to drive interest.

Links to scholarships, registration, agendas in bio (linktree for one link to multiple sites).

Conference specific geotags.

AR filters for followers to use on their own stories (only for National events).

Paid/boosted posts to better promote registration & other deadlines.

For District Conferences: Introduce District committee team members and post recaps to share with our audience.

For Assembly: Day-in-the-life-of each of the National Committee members on IG stories to promote applications and registration.

**INSTAGRAM**

*To inform our audiences of opportunities and accomplishments of the Society.*

## General Content

An outlet for conversation and and making connections.

Links to PRogression blog posts. Also, include CTAs to allow members to read, connect and appreciate what fellow Chapters are accomplishing.

Share/comment on relevant industry news/articles.

Member benefits/opportunities (e.g. career tips, scholarship and internship/job awareness).

Use shorter sentences that elicit a big impact.

Create relevant, shareable and eye-catching content through language and visuals.

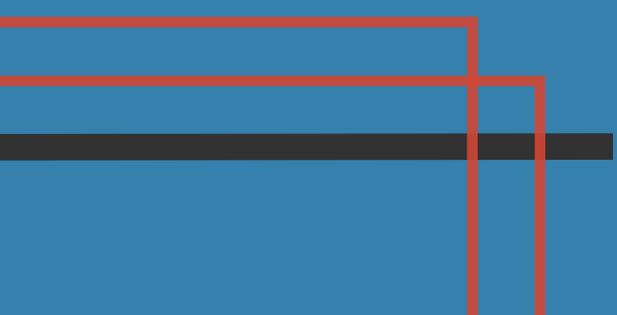
## Conferences

Links to District/International Conference registration and scholarships.

Highlighting the value of attendance through fun facts, tips and did-you-knows.

Conversations and chats that revolve around answering questions.

Video highlights.



**TWITTER**

# FACEBOOK

## General Content

Video content. Facebook is a heavily focused video platform. Users take time to watch longer videos than they would on Twitter or Instagram (e.g. Webinars, career and professional development advice, Conference recaps).

Highlight PRSSA opportunities and benefits. This includes scholarships, internship/job connections, writing opportunities through PRogressions, etc.

Maintain career focused content. This type of content is the most engaged with on Facebook. Highlight the professional aspect and value of the Society.

Paid ads to better promote membership dues deadline.

## Conferences

Highlight the value of attending the various conferences.

Tag sponsors and companies that will be in attendance.

Bios of key speakers and student leaders.

Links to conference registration and scholarships.

Video highlights.

Paid ads to better promote registration deadline.

*To inform and showcase members,  
benefits and networking opportunities.*

*To connect members and industry professionals, and serve as a resource for professional development.*

## General Content

Video content, especially those related to career and professional development.

Utilize the content suggestions tab to find articles relevant to a pre-professional audience.

Chapter and member achievements/highlights celebrating our Chapters and showing that we see and support their achievements will elicit positive sentiment and loyal following.

Scholarship and internship/job opportunities relevant to our members.

Blog posts and articles that focus on career advice and professional development.

## Conferences

Highlight the value of attending the various conferences.

Tag sponsors and companies that will be in attendance.

Bios of key speakers and student leaders.

Links to conference registration and scholarships.

Video reel highlights.

**LINKEDIN**

*In the event of a takeover on any PRSSA National social media accounts from a Chapter or member, please adhere to the following guidelines.*

## Guidelines

Send a loose outline to the vice president of digital communications one week before the takeover is to begin.

Begin with an introduction. Greet the audience and explain the purpose of the takeover.

Only authorized personnels are permitted to use the account.

No offensive language or visuals are to be posted.

Notify the vice president of digital communications right before takeover is to start and after it is finished.

## Tips & Tricks

Utilize the features offered by the social sites to increase engagement with the viewers.

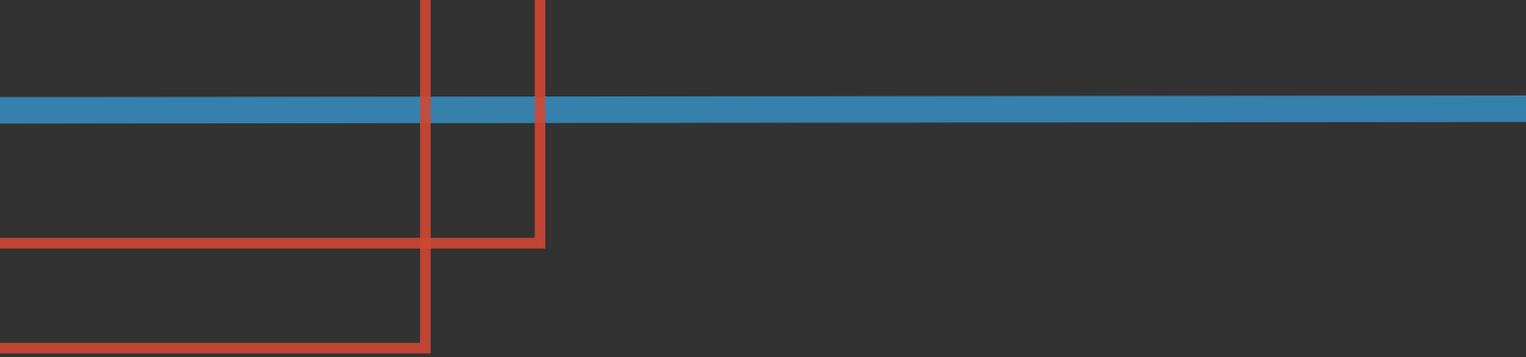
For Instagram: questions, polls, quizzes, links  
For Twitter: polls, gifs, CTAs

For IG takeovers, attempt to follow a similar color scheme with fonts and any drawings throughout the posts to create continuity.

There are plenty of apps that offer eye-catching IG story templates. Some include: Unfold, StoryArt, Insta Story - IG Story Maker, made

Be creative! Be yourself!

# **TAKEOVERS**



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of America

Created by Carolyn Lok  
Vice President of Digital Communications  
2019-2020

