

Christina Vincent

Reflection

When I first chose this seminar, it was mainly because I needed this course to graduate. I didn't think I would find much interest in it, but I ended up having fun making this campaign. I was definitely worried about it being a group project as well, but I had an amazing group to work with. I loved our topic so much and enjoyed researching our topic.

This campaign was different from other projects I've done for school because it was very independent work. Everything was in our own hands to ensure our campaign was going smoothly and it was our job to create an audience, figure out when to post, etc. I really enjoyed how it was pretty free-range to do what we wanted and felt was best to make our campaign successful. I ran the Instagram and Twitter accounts and I liked the creative aspect behind it. I liked making our own personalized templates for our pages. Being in charge of these social media accounts have prepared me for possible future jobs where I may need to run an organization's social media platforms.

My most memorable experience from this campaign was building an audience. In the beginning, we didn't have many followers and I was worried we wouldn't gain any. As weeks went on, we started gaining a lot of followers who engaged with our posts. By receiving likes, comments and DM's, it made me feel really good that people liked our work. It was a rewarding feeling to know that our information was being spread to complete strangers who appreciated our work.

Overall, what I learned from this campaign will most definitely be applicable in my future career. My goal is to work for a non-profit organization, so I am sure there will be several campaigns I will have to work on through that. This seminar has taught me all the factors that

play into a campaign such as the monitoring, assessment, strategy reports etc. I have learned to become more organized through this class and that scheduling/planning is key.

Bradley Batson

Dr. V – COMM 490 reflection

My interest in this campaign was high because of the personal relevance. I cycle once a week for a long distance to maintain endurance and mountain bike twice a week because it is more intense and requires skill which makes for more of a challenge. Biking has literally changed my life and I particularly enjoyed this campaign because we were actually trying to get others involved to let it change their lives. I've presented on biking before, focusing mainly on those who live in an urban setting that should use it as an alternative. During that project I did a lot of research on the benefits which really convinced me to get a bike and incorporate it into my own lifestyle. My passion for biking has steadily progressed since and with our group's topic being biking this semester, everything kind of came full circle which is a nice feeling. This semester was especially insightful when it came to all the different types of methods that can be used to motivate or influence followers. The science and explanation of it all was intriguing. Making it evident that people can significantly impact their lives by just taking the first step of trying it out wasn't difficult, I enjoyed exploring all the different posting concepts and strategies. I'll be biking for the remainder of my professional career because it has put me on another level of productivity and wellness. I'll also be referring back to this course's book when I encounter my next campaign, the methods we used worked pretty well. Wasn't really a big social media guy before this course, now I know more than your average person.

Anna Bauer

The work we completed in COMM 490 this semester was extremely beneficial for me and will be utilized upon graduation in May. As a senior, the act of creating an entire social media health campaign has showed me what advertising and public relations looks like in today's world. Not only did the experience give me a more hands-on understanding of the world today, but it was also enjoyable and through my experience with it I discovered how much I enjoy creating social media campaigns.

My interest in the project stems from a very recent experience I had with someone who suffered from addiction. Because of this, I was very committed to my public health campaign. However, looking backwards, I wish I had chosen to do something a little more uplifting. I look forward to one day working on campaign that I am passionate about, but that is also more positive and uplifting. However, as I had never had any experience with creating a social media public health campaign, I did not have anything to compare it to.

In terms of the future, I believe that the ability to work with WordPress is a skill that will be useful in finding a job. Because of this I have been working on creating a baking blog that I can show to future employers to demonstrate my skills within WordPress. What is best about this is that I enjoy it. I do hope that one day I can use the skills I learned in this class, from both the textbook and from the social media campaign, in order to work with an organization that is trying to make a lasting impact on the community. The thing that I gained most from this class does not have to do with any skill or understanding that I acquired. I gained the confidence to believe that I can make a lasting change on the world around me. Creating and working on our public health campaign from scratch has given me that belief that I am capable of really changing people's perceptions about certain topics. Furthermore, it has given me real world experience that is so often missing from classroom experiences.

Sarah Lyons
COMM 490
Dr. Vinita Agarwal
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REFLECTIONS

It is a rarity to find college classes that truly prepare students for their future careers by offering real-world experience. Maybe this is just my experience. That being said, I was grateful for having the opportunity to take this course. I originally looked into going the internship route, however being an older student with two jobs and a full load of classes this semester, that would have been next to impossible. I honestly think I couldn't have chosen a better route than by taking Communication Seminar instead.

The real experience we were able to obtain through our project is so valuable and I know I will be able to use it in future endeavors. Currently, my boss has discussed with me about sitting down and actually looking into developing new ways to reach our customer base and now with the knowledge I have about how to attract our target audience and adjust communication in order to relate will be an enormous help. I am excited for the opportunity to show off what I have learned in my current career while also use these gained skills as resume builders to possibly land an even better job.

I was really excited for all of the little presentations our group did, as well as the longer one at the end. Throughout my college career I have become so much more comfortable speaking in front of people and the computer screen and now with the current pandemic and technology becoming more frequently utilized in workplaces, using this technology to give presentations online has become extremely useful. Just last evening I gave a (PAID 😊) live Zoom presentation on mixing cocktails to about 50 people. I was surprisingly comfortable and utilized screen sharing and everything.

Overall, the project itself was my absolute favorite part of this class. One of the best parts is how we got to choose our own partners and Haley was wonderful to work with. We had been in a lot of classes together during our time at SU, but never had the opportunity to work together. This was also nice because it made choosing our topic extremely easy. We learned we were both into learning about holistic healing and alternative health and really got the chance to dive in and discover our own methods of learning and sharing that information with others. The most beneficial part of the project however, was figuring out all the little tricks to the best times to post and which platforms can be used in order to gain the best following, while also researching for information that is valid, yet also exciting.

Although the project was my favorite part of the class, I also really enjoyed the case study assignments. The textbook stuff (though I know it's important) is always my least favorite, but the addition of the case studies made it interesting and gave us real perspective into certain situations relating to health. Especially now-a-days, I can see jobs in health communication becoming readily available with the introduction of new vaccines and so much question surrounding our current pandemic, and reading about ways people communicate in different health-related situations can come in handy if I ever do decide to take that route in the future.

Going along with the case studies, the reading discussions were really what brought the point of the assignment together as we were able to hear multiple opinions of how the communication between the subjects in the stories were interpreted. This is important because it shows how different perceptions are received by the public.

I absolutely loved this class. I was honestly surprised as I have never before thought about a career in health and originally took this class to fill my schedule and graduate. Little did I know that there are multiple routes I could potentially enjoy taking in health communication

related fields, mainly in the advocacy route, but even having the ability to help others by connecting them to treatments, health professionals or facilities that are right for them are gratifying positions I could see myself accepting given the right circumstances.

During the course of this project I found that having a positive partner helps this a lot. Everything Anthony helped with or did on his own , he did an amazing job. This project also prepared me for the real world after school. Getting assigned a task and completing that task for my work. Making the health campaign was very fun, however I don't think this is the field I will go into because health isn't what I am interested in. I did however love this class and think our campaign idea was really well thought out and executed. I felt prepared and ready for this assignment due to the readings and other in class assignments.