



## **FUTURE BUSINESS LEADERS OF AMERICA**

### **Public Relations Plan**

**2019-2020**

- I. Social Media/Newspaper/School Wide Resources
  - A. Social Media
    1. TCCHS FBLA implements the use of a Facebook page to share activities, reminders, dates, fundraisers, etc. We also use this account to share pictures and recognize achievements at the regional, state, and national conferences.
    2. We also use Remind 101 and GroupMe to help keep our members aware of upcoming tests, conferences, social gatherings, and meetings in general.
    3. We use simple text methods to message between officers and advisers.
  - B. School/County Based Media
    1. TCCHS FBLA has designed its own website ([tcfla.weebly.com](http://tcfla.weebly.com)) which is dominantly used to help prepare students for competition, but can also be used to communicate calendars, dates, announcements, etc.
    2. We have also been promoted on the main Thomas County Schools webpage, as well as the Thomas County Facebook page, displaying our successes at all levels.
    3. Because we have such an amazing Broadcast Department, TCCHS FBLA has been able to send announcements and meeting reminders through New 4 You, or daily news program.
    4. Thomas County Schools also has ownership of 3 digital billboards in Thomasville, GA that helps recognize students as Region Officers, RLC Sweepstakes Champions, State Champions, and National Qualifiers and Placers.
    5. We also utilize our full-time journalist for Thomas County, Ms. Williams, who covers all of our successes.
- II. Effectiveness
  1. The implementation and utilization of our social media campaigns, school based media, our broadcast FBLA members, and even our Social Media Campaign teams, has been very successful in getting the message out to TCCHS that our FBLA is the place for every student to belong and succeed. Our membership has continued to increase and our recognition throughout the county and our region continues to flourish.
  2. Due to the implementation of our public relations plan, TCCHS FBLA has been able to keep our members informed about upcoming competitions, due dates, meetings, social activities, etc.
- III. What's next?
  1. Due to our success at the Regional, State, and National level in Social Media Campaign, we have developed a permanent position on our officer team for the most successful team returning to operate the social media for our chapter. This will help to increase communication on a more consistent level.
  2. We plan to continue to branch out and experiment with new social media platforms to find more effective and efficient ways of relaying our information.