

Mass Communication & Journalism Social Media Project

Fresno State's MCJ Department with Randy Haar and 2 others
February 23 - 8

Big news! Prof. Jes Therkelsen's documentary film "Joseph Delapre: Social Tactics" won Best in Festival at this year's BEA Media Arts Festival in Las Vegas! The film features artist Joe Delapre's work on The Drone Project that was featured at Fresno State last year. Prof. Therkelsen would like to give kudos to the Advanced Video Production students who helped out with the film production. Congrats!



1,564 people reached

Boost Post

Like · Comment · Share 48 6 2

Twitter:

- 2015: 85,000 impressions
- 2014: 1,100 during same period
- 2015: 4.2% engagement rate
- 2014: 1% during same period

Fresno State's MCJ Department with 4 others
January 28 - 8

Fresno State students today is the deadline to petition for @FresnoStateASI OFFICE! Learn more: bit.ly/17v1pju

View Tweet details

Fresno State's MCJ Department with 4 others
February 13 - 8

Kudos to @Fresno_State students Nathan Fuentes, Kat McCurry and Juan Scoggins for winning an AVA Digital Award! bit.ly/1vJ9lxz

View Tweet details

Fresno State's MCJ Department with 4 others
February 13 - 8

"People who think business cards are irrelevant must not understand their power." —Katherine Tattersfield #MCJ pic.twitter.com/hp1VxOKAUv



View Tweet details



The MCJ Department's social media platforms have reached record levels of engagement by including:

- Student highlights
- Alumni profiles
- Faculty wisdom
- Original content
- Helpful articles
- Added value



Facebook:

- 2015: 911 people reached per day, avg
- 2014: 208 people during same period
- 2015: 64 post likes per day, avg
- 2014: 10 during same period

Fresno State's MCJ Department with Joe Deutscher and 4 others
January 28 - 8

Fresno State alumni are making their mark in the film industry! The No-Town Filmmakers have scored a TV deal with Fusion TV after their short documentary "Jerry Brown's Bucking Bulls" was a finalist in the International Documentary Challenge at the Slamdance Film Festival this week! It will also be shown at the Big Sky Film Festival next month! Congrats! #BulldogBornBulldogBred



4,078 people reached

Boost Post

Like · Comment · Share 211 17 1

4,078 People Reached

313 Likes, Comments & Shares

273 Likes	211 On Post	62 On Shares
32 Comments	17 On Post	15 On Shares
8 Shares	1 On Post	7 On Shares

275 Post Clicks

198 Photo Views **0 Link Clicks** **77 Other Clicks**

NEGATIVE FEEDBACK

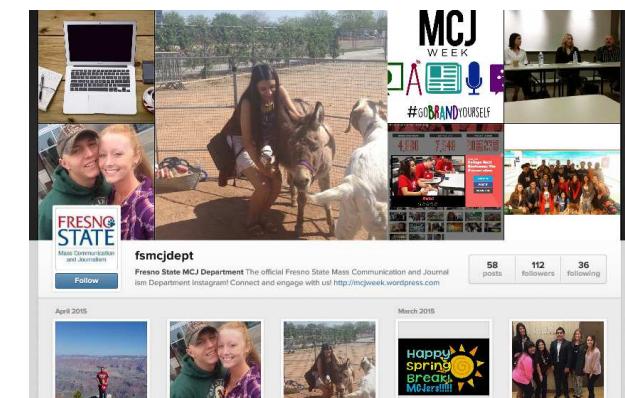
3 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

MCJ Department @FMSMCJDept - Feb 12
Thank you to @jestherklesen and @FSGetInvolved for a great time at @Fresno_State #STalks #Discovery #Storytelling pic.twitter.com/38KaudTvaA



The MCJ social media project is being implemented by a team of seven MCJ students under the direction of PR Prof. Betsy Hays:

- Jason Kelm – Manager
- Bianca Biglione – Analytics
- Erika Castanon – Multimedia Production Content
- Joe Manavazian – Advertising Content
- Kiley Norvell – Print Journalism Content
- Seleyna Mendoza – Broadcast Journalism Content
- Jenna Futrell – Public Relations Content



MCJ WEEK

#GOBRANDYOURSELF

fsmcjdept

Fresno State MCJ Department The official Fresno State Mass Communication and Journalism Department Instagram Connect and engage with us! <http://mcjweek.wordpress.com>

58 posts 112 followers 36 following

April 2015

March 2015

Happy Spring Break MCJers!!!!