

Fall 2016 @Mizzou: A Face Behind the Missouri School of Journalism Twitter.

Strategic Communications student, Emily Peters, drafts tweets and discusses a content plan for the Missouri School of Journalism Twitter account with professor Suzette Heiman. Peters is enrolled in Advanced Social Media Strategies-Topics in Journalism 4301. This class partners with VML, a full-service global marketing and ad agency, headquartered in Kansas City. Students in this class work on producing content for the J School's Twitter, Blog, and YouTube accounts. Peters is currently focused on producing content for Twitter that promotes different resources and classes that the J School offers. She is also working on tweets to promote recruitment events at high schools where representatives of the J School will be. Peters hope is to create meaningful content to increase awareness of what the J School has to offer.

