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EDITOR'S PICK

FEATURED

Kelsey takeover: Student runs WKU-Glasgow's social media for a day

BY WILL PERKINS wperkins@glasgowdailytimes.com 14 hrs ago

Kelsey Burnett, a marketing major at Western Kentucky University-Glasgow, posted a picture on WKU-Glasgow's Facebook page to help promote the university's Welcome Back event on Aug. 30.

KELSEY BURNETT / WKU GLASGOW



GLASGOW – Kelsey Burnett, a marketing major at Western Kentucky University-Glasgow, recently got some real-world marketing experience – she took over the regional campus' social media accounts for a day.

On Aug. 30, Burnett took control of WKU-Glasgow's Facebook and Instagram accounts and posted pictures and live videos of the university's Welcome Back event.

“I absolutely loved taking over WKU-Glasgow's social media,” Burnett said. “It was a lot of fun and I would jump on the opportunity to do it again.

“It kept me busy and made for an interesting day.”

Burnett, a 2011 graduate of Barren County High School, said her favorite moment was “going live” on Facebook. She filmed a live video of her walking around the campus, informing viewers of everything going on at the Welcome Back event.

“I love to watch live videos on my personal Facebook account, but I've never really went live myself where I am the focus,” she said. “I was very nervous but the feedback was extremely positive and I am so glad that I overcame the nerves and went live.”

While Burnett said she didn't really face any challenges, she “did get a few awkward stares while going live.”

“I was walking down the hallway talking very loudly to my phone stretched out in front of me,” she said. “And I am sure people were wondering what I was doing. Other than that, everything went smoothly.”

“Taking over WKU-Glasgow's social media account was definitely out of my comfort zone, but those are the experiences that will help me develop the skills I need for after graduation.”

Burnett said that John Roberts, coordinator of student affairs at WKU-Glasgow, has been diligently working to transform WKU-Glasgow's social media accounts into friendly, student-oriented pages.”

This was the first student takeover, and Roberts said the purpose is to “get students involved in telling the story of WKU-Glasgow.”

“The student takeovers do provide an opportunity to teach students about responsibility and professionalism,” he said. “University social media sites have different guidelines in regards to what is and is not acceptable to post than personal social media sites.”

“Violating such guidelines have real consequences which are explained and covered with students chosen to lead a takeover. The student takeovers can be viewed as a lesson in professional etiquette.”

Roberts said many people have complimented Burnett's work on the social media accounts.

“Personally, I agree with those compliments,” he said. “I thought she did very well and accomplished our goals. Moreover, she has a great personality and an aptitude for content creation.”

“I think she has great potential for being a successful professional in her field – which is marketing.”

Roberts said they plan on having more student takeovers in the future.

“Kelsey's experience was a pilot,” he said. “We plan on having students show more about their academic work, research projects, internships, study away or study abroad and social life. The student takeovers allow our students to share the great opportunities that are available for people through WKU-Glasgow through their personal experiences.”

Burnett said she realized she wanted to be a marketing major when she started her job as a student worker in WKU-Glasgow's recruiting department.

“When I realized that I enjoyed and looked forward to going to work, I knew that I was in the right field,” she said. “Running social media accounts would definitely be something I could enjoy doing in the future. In today's society, social media is crucial for any organization pertaining to marketing. I fully expect to be involved with social media accounts in my future career.”

“Any opportunity to get my face and name out in the community is a positive step towards a future career in marketing.”

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