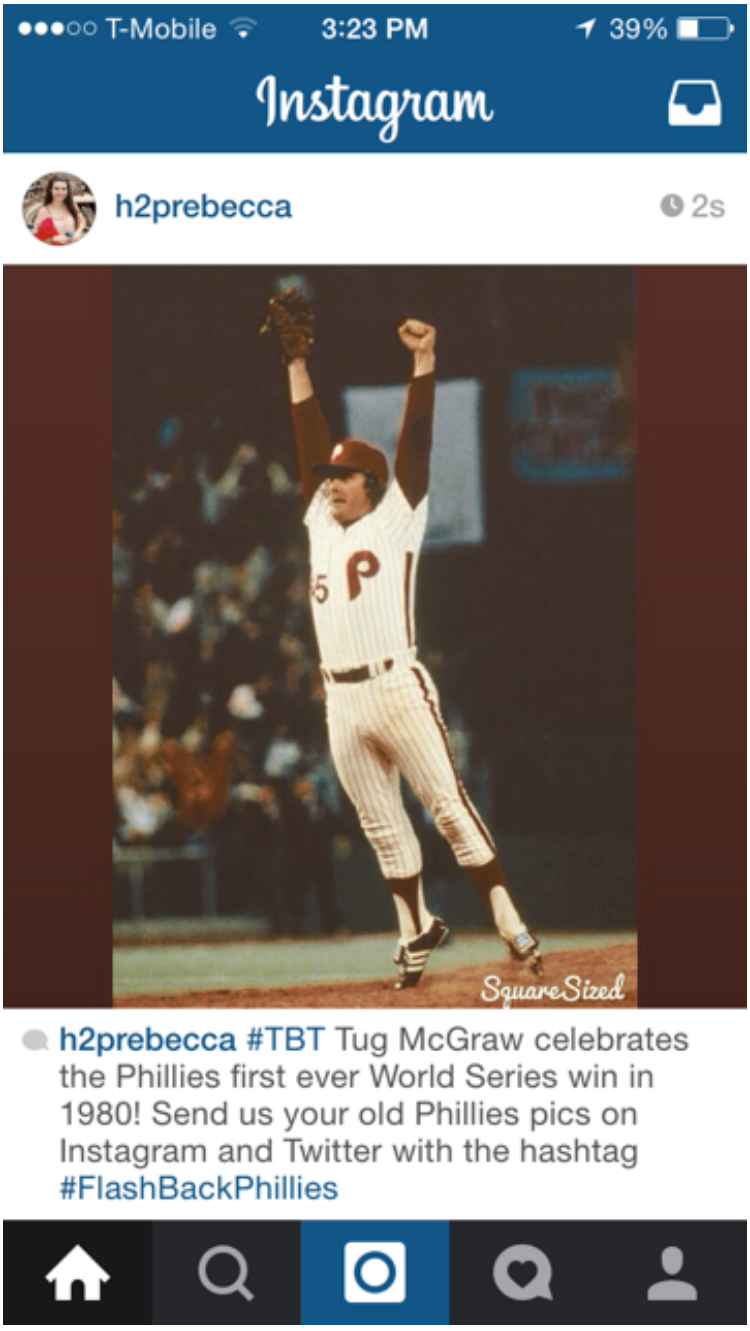
31 March 2015

Immersion Project

3/26

3/26


T-Mobile
3:23 PM
39%
Instagram
h2prebecca
2s
SquareSized
h2prebecca #TBT Tug McGraw celebrates the Phillies first ever World Series win in 1980! Send us your old Phillies pics on Instagram and Twitter with the hashtag #FlashBackPhillies

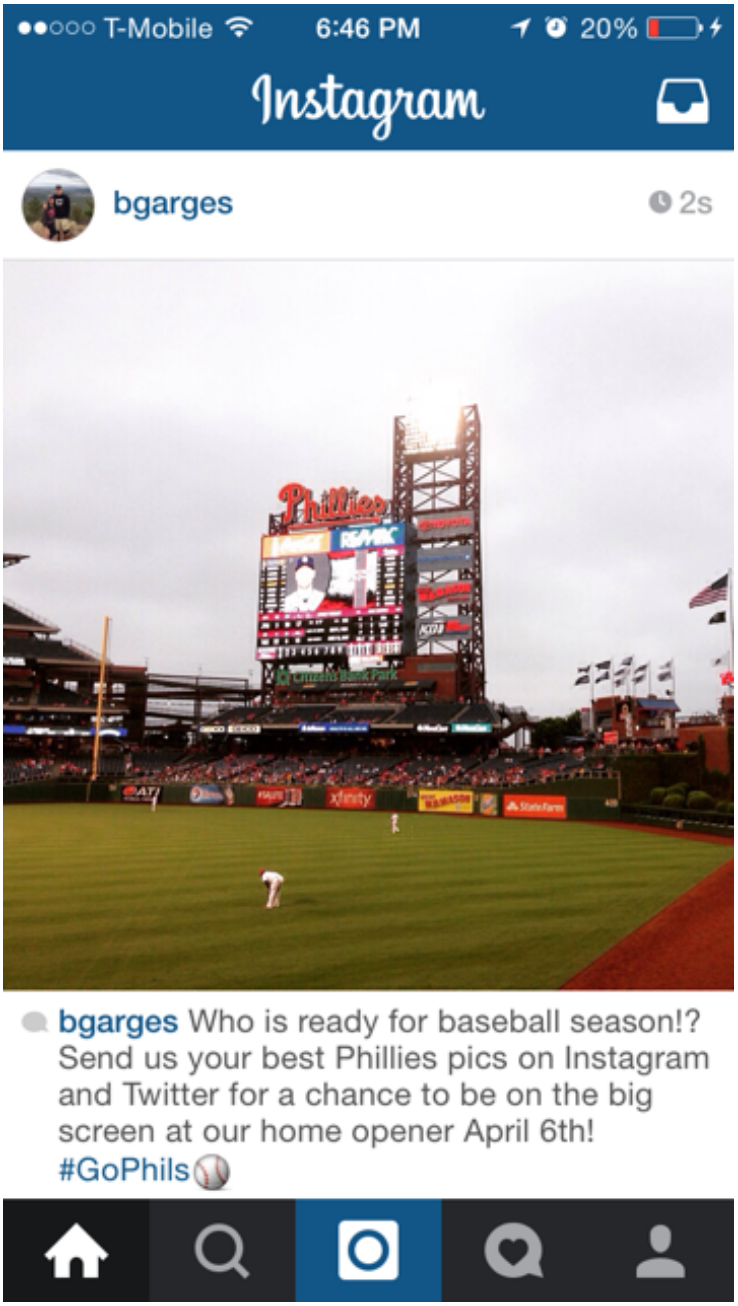
3/27

T-Mobile
1:51 PM
72%
Tweet
Becca Garges
@beccagarges
Phillies Spring Training is happening NOW! Come see the Phils get ready for the season in Clearwater, FL. Get tix at m.phillies.mlb.com!
3/27/15, 9:27 AM
VIEW TWEET ACTIVITY
Reply to Becca Garges
Home
Notifications
Search
Messages
Me

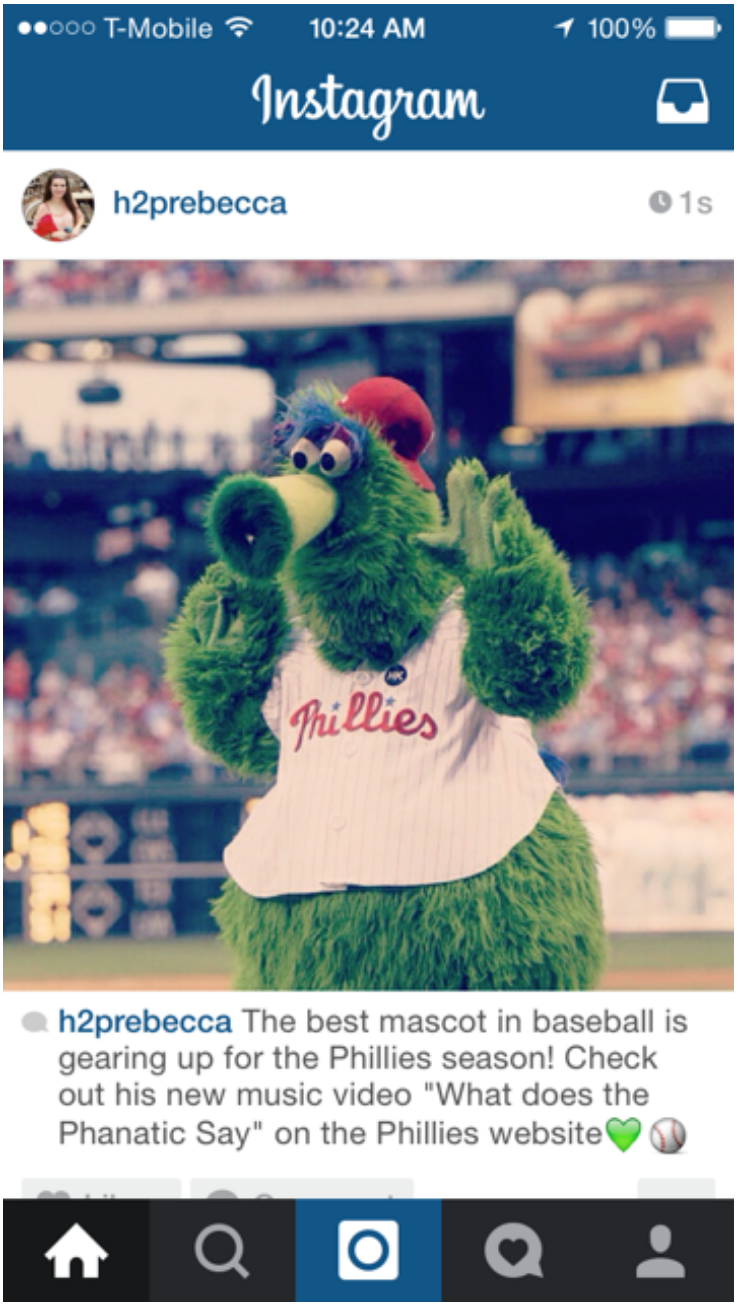
3/28

T-Mobile
1:51 PM
72%
Tweet
Becca Garges
@beccagarges
Get a free Phillies Bat Pack (kids 14 and under) at the @TurkeyHillDairy Kids Opening Day - April 12 @ 1:35 PM
3/28/15, 5:53 PM
VIEW TWEET ACTIVITY
Reply to Turkey Hill Dairy
Home
Notifications
Search
Messages
Me

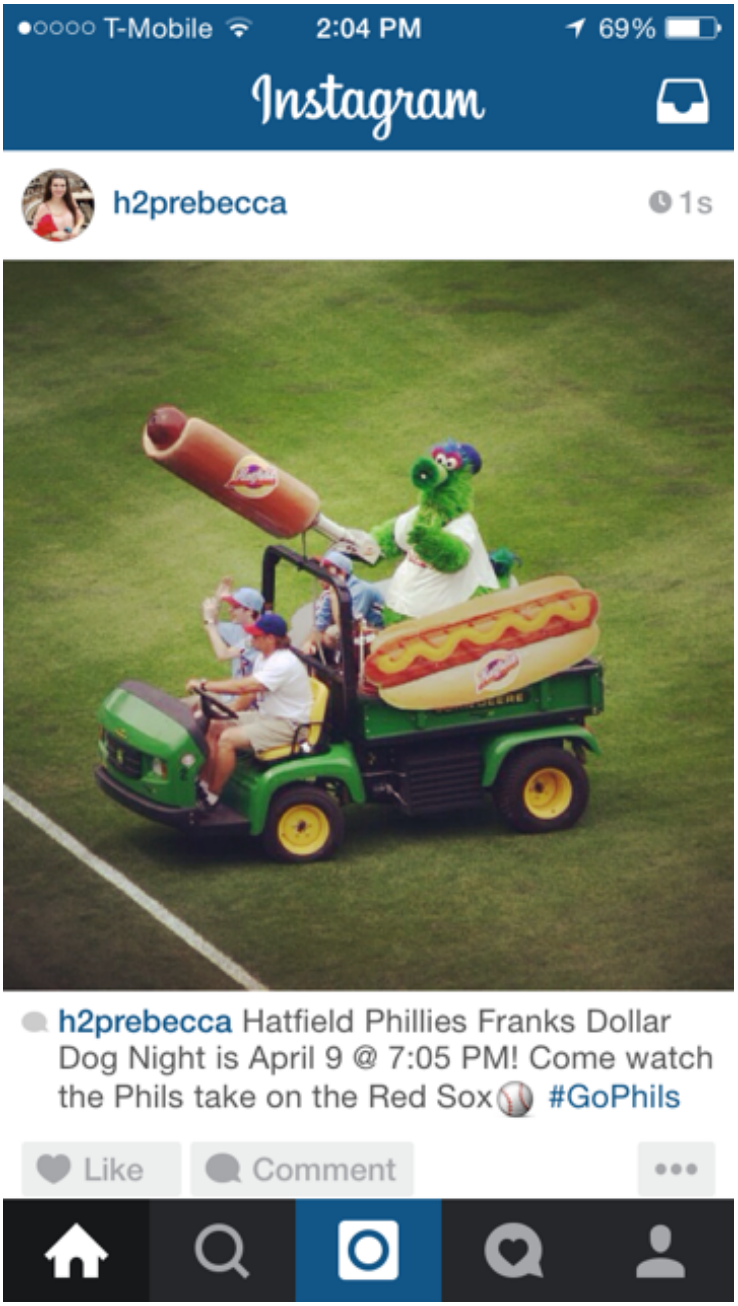
3/29


T-Mobile
6:46 PM
20%
Instagram
bgarges
2s
bgarges Who is ready for baseball season!? Send us your best Phillies pics on Instagram and Twitter for a chance to be on the big screen at our home opener April 6th! #GoPhils

3/30


T-Mobile
10:24 AM
100%
Instagram
h2prebecca
1s
Phillies
h2prebecca The best mascot in baseball is gearing up for the Phillies season! Check out his new music video "What does the Phanatic Say" on the Phillies website

3/31


T-Mobile
2:04 PM
69%
Instagram
h2prebecca
1s
h2prebecca Hatfield Phillies Franks Dollar Dog Night is April 9 @ 7:05 PM! Come watch the Phils take on the Red Sox #GoPhils
Like
Comment

Reflection

For my Immersion Project, I chose to post as a public relations/marketing professional for the Philadelphia Phillies. I am interested in the public relations and marketing fields, and I love sports. The Philadelphia Phillies are one of my favorite sports teams, and I would love to work as a public relations/marketing professional for them. Therefore, I crafted my project as if I were working in this position.

Looking back at the Profile of a Professional Assignment, I considered how the language of my posts would relate to my audience. In the Profile Assignment, I discussed the casual, female-oriented language that Elisa Benson uses in her posts as *Cosmopolitan's* chief social media staff member. She uses language that fits her audience. For my Immersion piece posts, I adapted my language to be slightly less trendy and more gender neutral than Benson might use because the Philadelphia Phillies reach a more diverse audience than *Cosmopolitan*.

As baseball season is fast approaching and spring training is already underway, I thought it would be fitting to start my posts with a tweet about the Phillies home opener in early April. Then, I posted a "Throw Back Thursday" picture of an old Phillies player on Instagram (I posted twice on 3/26 because I was unable attend class Tuesday night). Third, I chose to tweet about spring training because it was currently going on and coming to an end. Next, I posted a tweet about an upcoming kid's bat pack giveaway game in April. Fifth, I related back to opening day and encouraged fans to post their Phillies photos for a chance to be on the big screen. Sixth, I mentioned the Phillies mascot the Phanatic. Lastly, I posted about $1 hot dog night in April. The events I chose to highlight I posted in a linear fashion, starting with the closest dates.

In each of my posts, I included something for the reader/viewer to do: get tickets to an event, post a picture, or click a link. I also included the hashtag #GoPhils to connect my posts, used the #TBT hashtag to relate to a broader audience, and tagged other users. These techniques were purposeful and meant to expand my posts. To draft and polish my posts, I referred to the Phillies website for a schedule of their season and revised my tweets and photos

before uploading them. I also used the application Latergramme to draft my Instagram posts and remind me to post once each day. As well, I created and saved drafts of my tweets to make it easy to post once per day.

As I mentioned before, the language I chose to use was both gender neutral and more traditional to relate to the diversity of baseball fans. Furthermore, I included baseball/sports language such as “home opener”, “tix”, “baseball season”, etc. to convey the subject. For my photos, each one pictured the Phillies logo or mascot in someway to focus on the Phillies franchise.

This project showed me that the public relations and marketing fields can vary drastically depending on the company or organization. *Cosmopolitan’s* public relations, marketing, and social media strategies are very different from the Philadelphia Phillies because they reach two unique audiences. Although this makes the fields challenging, it also allows for creativity, which excites me.