

## **The Importance of Social Media Marketing**

*By Gracie Smith | Dec 1, 2022*

Gabriela Crays is already leading the pathway in social media marketing at just 25 years old. In her short but growing career, Gabby has already worked on both national and global social media campaigns for a variety of companies.

I first met Gabby during PRSSA's 'Hoosier Half Day with a Pro' event at Dittoe PR. A group of students majoring in public relations from all across the state came to Dittoe to learn from their professionals about what it is like working for an actual public relations firm and



all of the different roles that are available. During the panel with different members of the staff, Gabby easily commanded the room. Being young and relatable but also so professional in how she conducted herself made her a favorite among students.

Gabby gave great advice to everyone who attended and explained what skills she thinks will make current students great journalists or PR practitioners in the future. She explained the importance of being detail-oriented in the field. Creating high quality content that reflects well on both the writer and the client will lead to easy success. She also stated that confidence is key. Not only do those working in social media marketing need to be confident in the work they are

doing and in their abilities but they also must be able to take criticism. In public relations and social media, everything created has to be reviewed and approved by others which means receiving criticism a lot of the time. Being able to understand and apply constructive criticism will make better professionals.

According to Gabby, social media has always been something she saw the influence of. Growing up in the generation she did, Gabby watched social media develop with her. Having Twitter and Instagram be like a second language made it easy for her to quickly rise to success in her college career. After graduating high school, Gabby attended Anderson University and obtained a Bachelor's degree in Social Media Marketing. During her time there she also did a plethora of internships, including a year-long internship working for Disney's Fairytale Weddings and Honeymoons in their marketing department. This internship allowed Gabby to expand her knowledge and start mastering her marketing skills. During her time there she was able to curate "Over 200 pieces of content" for the brand's various social media platforms and averaged a 2.5 million impressions rate.

"I honestly did not feel qualified for the job when I applied for it, but I figured I might as well just go for it and it worked out in my favor," Gabby stated. When asked to give advice to current students and something she wishes she had known Gabby explained "I think it's easy for women, especially women in a male-dominated industry, to have imposter syndrome and never feel like



they are qualified or good enough but we just need to get out of our heads and realize everyone feels like that sometimes.”

Gabby first started at Dittoe with an entry-level position as a Social Media Coordinator starting in 2020. She impressed the hiring manager with her number of internships and was able to show all of her skills with her portfolio. Her talents were quickly recognized and after a year she was promoted to Social Media Manager, which is her role today. She now oversees the Social Media Team at Dittoe and works with her coworkers on a variety of projects at once. Her daily tasks include writing social media copy, overseeing the execution of all social media strategies, and developing paid advertising for clients but this can change from day to day. She also works on a variety of assignments from photography and videography to graphic design, her work depends on the client. For example, when the March Madness games were being held in Indianapolis Gabby attended a variety of events being held in downtown Indianapolis to create live content for a local client. She also works with a large variety of software including Adobe Creative Suite, Splice, and Canva to edit different forms of content for her clients.

Gabby loves working at Dittoe and the workplace community they have cultivated. Dittoe employees only have to be in office four days a month and can do their eight clocked-in hours at any time during the day from anywhere in the world. This is because mental health is a huge priority at Dittoe and this flexibility allows each employee to take the time and space they need to do the best work possible. Moving forward, she hopes to continue her career at Dittoe and be able to provide even more clients with the best work possible and help grow their companies.

Gabby recognized that this field is always growing, developing and changing and says she cannot wait to see how social media marketing will continue to change companies in the future.

Dittoe Public Relations is a national PR and Social Media agency headquartered in Indianapolis. Started by Chris and Liza Dittoe, the agency has grown to service dozens of clients worldwide and is a Forbes Best PR Agencies Award recipient. They can be contacted via their website, <https://dittoepr.com>, or in their office located on North College Avenue.

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