

KAPPA KAPPA GAMMA
EPSILON LAMBDA

DIRECTOR OF PUBLIC RELATIONS

Portfolio

BY TAYLOR DANCIGER

Portfolio Agenda

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About Me!

Taylor Danciger

I am a Junior at the University of Tennessee studying Advertising with a double minor in Business and Graphic Design. As a member of Kappa Kappa Gamma, I've been provided with so many opportunities to do what I love for an organization I love! Aside from Greek Life, I am also a part of a student-run organization entitled BOSS Dance Company, where we perform annual showcases. Involvement is very important to me and I've found so many ways to cater my extracurriculars around being a full-time student. I am extremely passionate about pursuing a career centered around creativity in the world of advertising and graphic design. I began doing graphic design freelance projects back in June, 2024 and have absolutely loved the experience. I hope to eventually work for an ad agency and have full creative ability to promote different brands through graphic design!



About PR Director

Position Description and Personal Experience

Position Description

Start & End Date: November 25, 2023 - November 25, 2024

Kappa Kappa Gamma, Epsilon Lambda

Design External Website & Linktree

Develop a visually appealing and user-friendly website. I laid a heavy focus on on clean layouts, and easy navigation. As for the Linktree, it was my job to design It as well as make sure all links were up to date at all times.

Manage/Create Content for all Social Media Platforms

The social media platforms consist of Instagram, TikTok, and Facebook. The PR Director is to not only develop all the content, but also post it and oversee activity on each platform. In addition, they are to monitor the posts of KKG members, ensuring no inappropriate content is being posted or related back to the sorority.

Yearly Newsletter

Design and send out a newsletter highlighting the chapter's achievements and involvement throughout the year. This previous year, I created a 14-page newsletter with specific dates, images, and copy to be sent out to all our alumni and family.

Manage 8 Coordinators

The coordinators consist of the T-shirt Chair, Video Coordinator, Content Coordinator, Graphics Coordinator, and 4 Banner Chairs. It is the PR Director's job to understand all the requirements of their positions and communicate with them regularly about their projects.

Alumni Relations

Keep alumni up to date on current events, initiatives, and opportunities for involvement within the sorority. Regular communications, such as emails, Facebook group posts, and the newsletter are to be maintained.

Message Crafting

Whether it is for social media or for formal communications, it is the PR Director's job to craft messages regarding any topic that is to be presented to the public. Messages must be non-biased and well-written.

Personal Experience

Each week I spent around 14-20 hours working on projects for this position. This role required a keen eye for detail and a creative approach to problem-solving. I developed excellent writing skills that allowed me to tailor messages on behalf of the sorority that were non-biased and addressed current situations. I also learned how to design content that catered to requests from various members, ensuring that our messaging remained consistent with the values of KKG. Through this, I was able to develop a brand style for KKG that could be translated across all external platforms. Collaboration was key, as I frequently worked with the women on the Leadership Team to gather input and feedback. This role not only challenged my ability to juggle multiple tasks efficiently, but also taught me the roles of social media in today's day and age and how to effectively target an audience. Through these experiences, I gained invaluable insights into the world of public relations and the importance of adaptability in a fast-paced environment. I thoroughly enjoyed every bit of this position and am grateful I got to serve such a wonderful organization by doing something I love!



Social Media

Accounts Managed & Enhanced Engagement

Instagram

Main Account

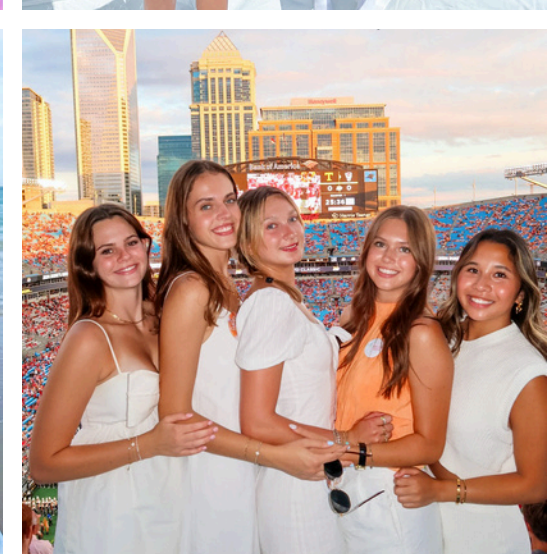
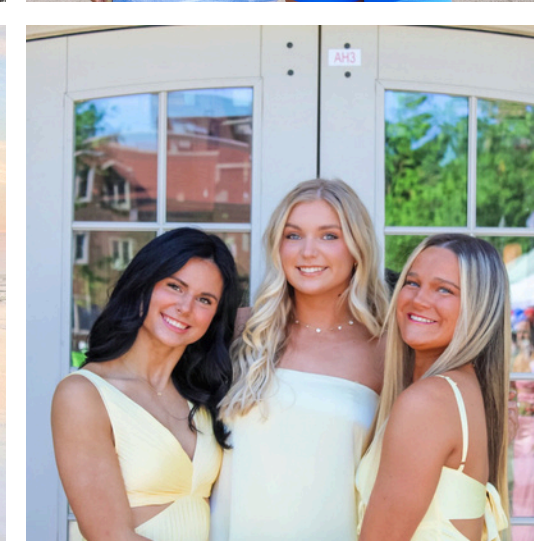
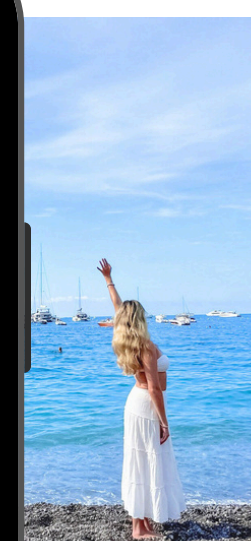
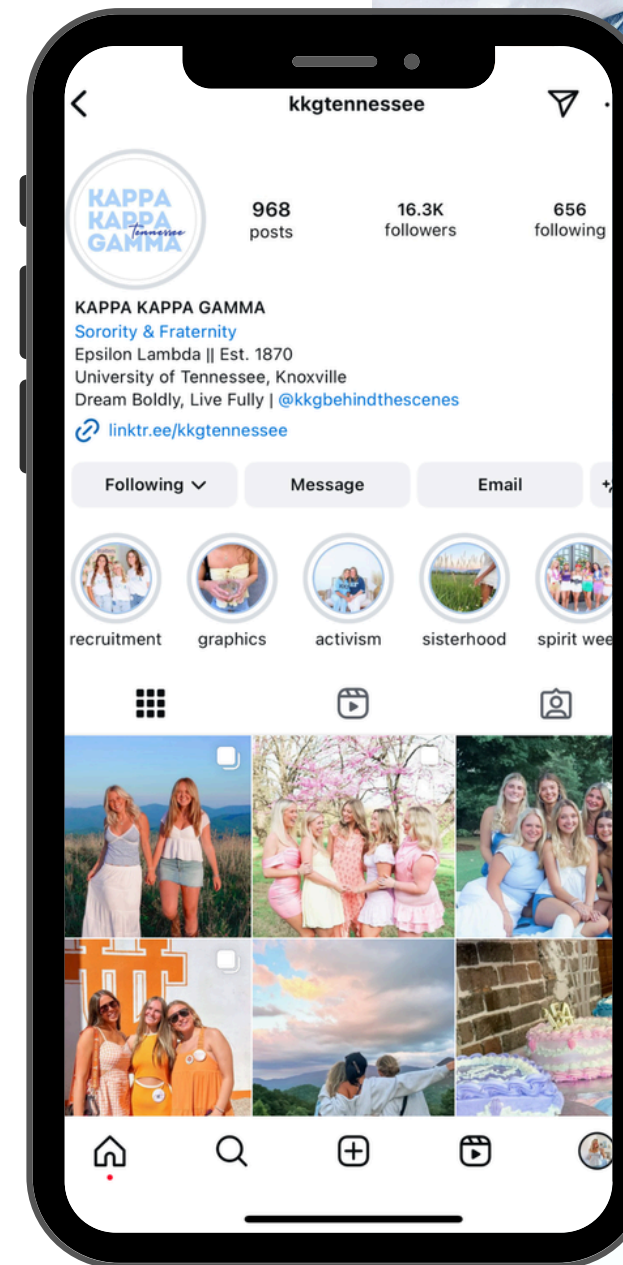
@kkgtennessee

POSTS

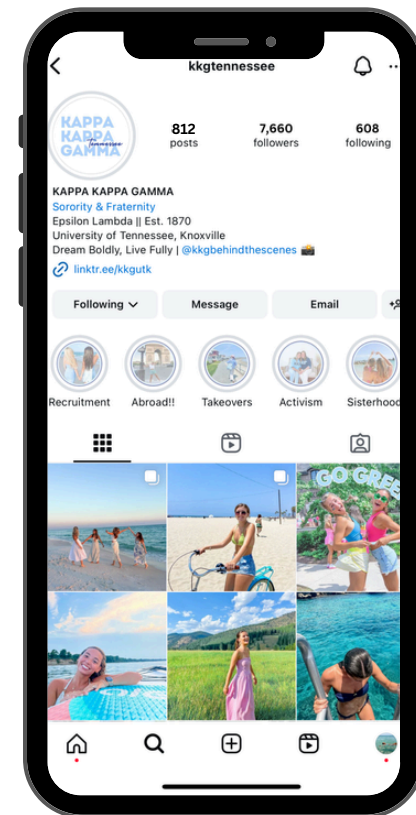
- Minimum of 3 posts a week
- Content was timely & reflected the values of KKG
- Showcased every member of the chapter
- Feed planning & consistent editing tools were incorporated
- Highlighted partnerships & sponsorships

STORIES

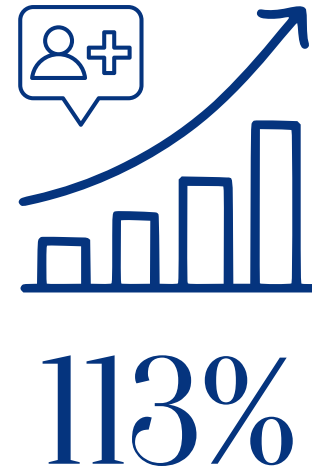
- Daily birthday posts for all 400+ members
- Graphics for KKG events
- DEI/Educational Graphics
- Holiday Graphics
- Weekly Spotlight Graphics: Geek of the Week, Senior Spotlights, Campus Involvement Shoutouts
- Graphics regarding current events



Engagement Increase



7,660
Followers
Nov. 25, 2023



16.3K
Followers
Nov. 25, 2024

Within just a year, I more than doubled the @kkgtennessee following. This is the largest jump Kappa Kappa Gamma at Tennessee has ever seen within the span of just a year. Our engagement boosted significantly, resulting in all time high activity rates on our page. Two of our most popular reels received 1.7M and 1.6M views.

TikTok

@kkg.tennessee

Posting on TikTok was more determined by the month and what trends were popular. I found that by not requiring myself to make a certain amount of posts within a specific timeframe, I was able to make a much greater impact.

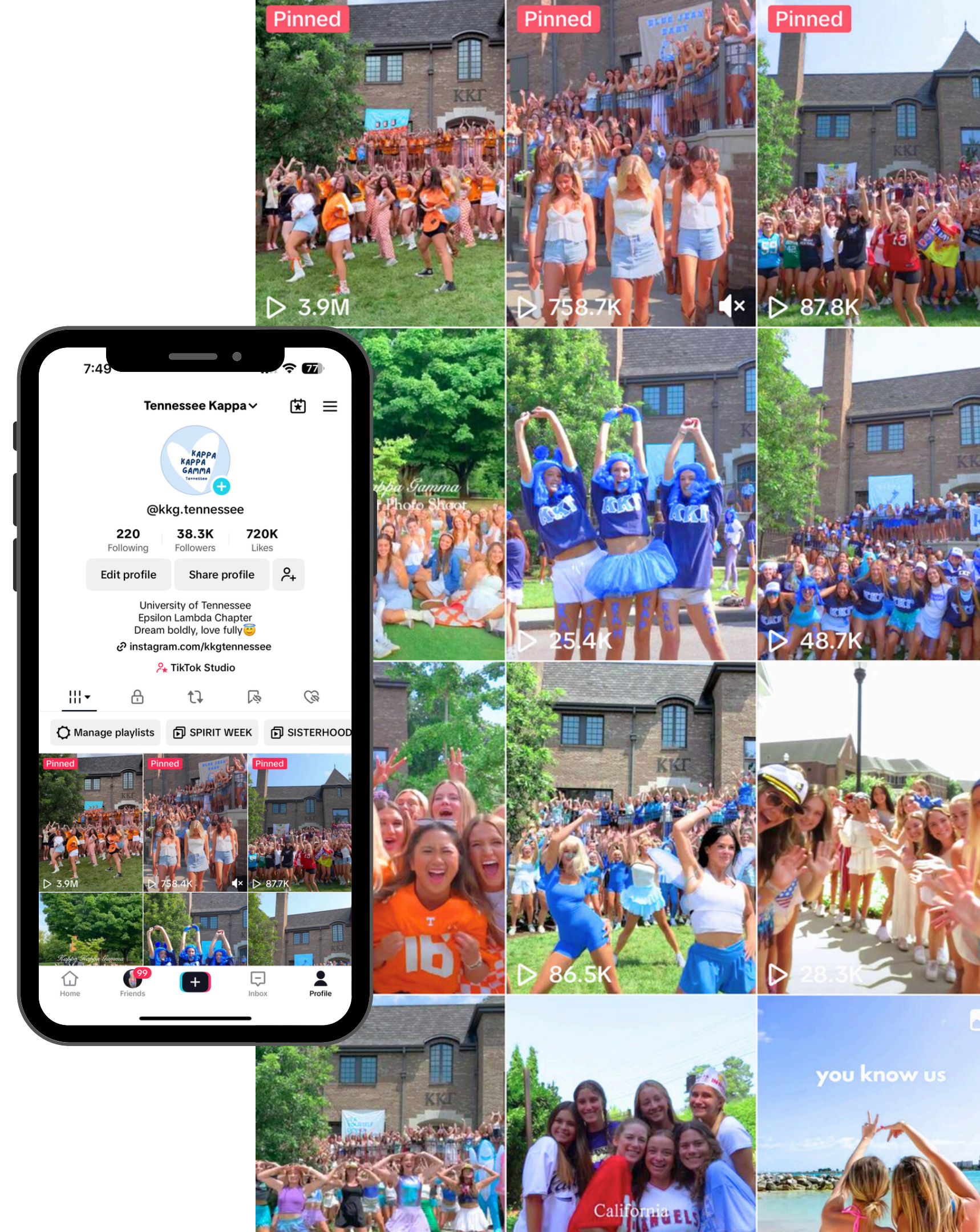
However, KKG's Work Week in August is the biggest opportunity for activity on our page, so during this week I not only filmed the content every single day, but also edited it together and created the posts. In the end, the effort paid off as our following and engagement soared.

Main Content

- "Day in the Life" of different members - photo slides or video compilations
- Semester Recaps
- Sisterhood events - filmed by myself
- End of the year recaps
- Bid day & new member event recaps - filmed by myself

Work Week Content

- 2 videos a day
- Dances to trending sounds
- Recaps of each day
- Extra videos highlighting our sisterhood
- Any other type of content that aligned with the theme for that day



Engagement Increase

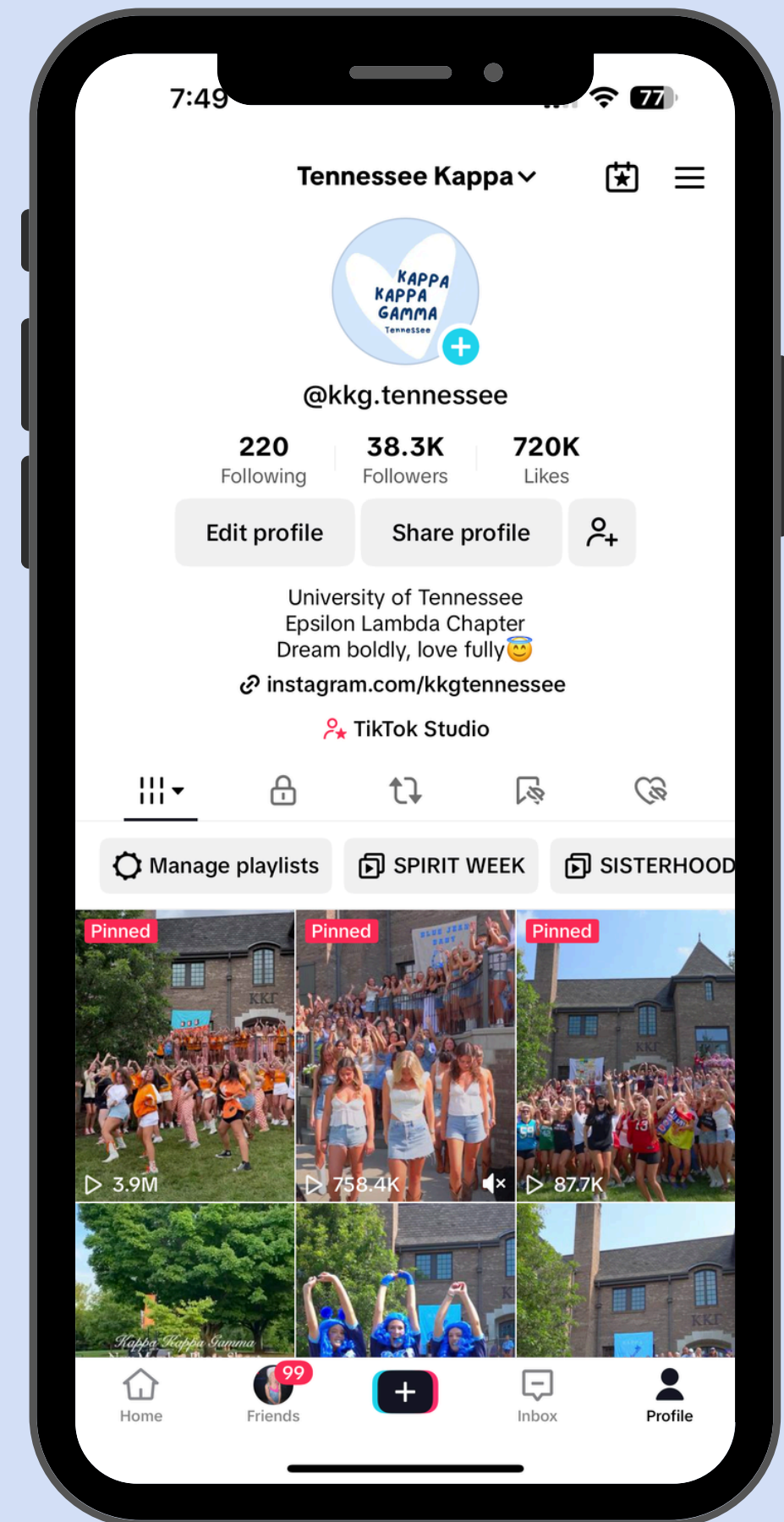
Following Increase



Max views on a video

3.9 Million 

As it is currently pinned at the top of the page, this video went viral over the summer. I put our girls in formations to perform a popular dance to a JLO sound. The video became so popular, JLO ended up commenting on it and reposting our video to her page!



Additional Accounts

Instagram

@kkgbehindthescenes

This is an additional account that is much more relaxed and centered around engaging with our members rather than external contacts. The focus for this account is to show a more authentic side of Kappa Kappa Gamma.

Being that our philanthropy is mental health, I utilized this account to post content surrounding ways to promote self care and educate the chapter on signs of mental health struggles.

- 2-3 Posts a month
- Educational graphics
- Custom story templates
- Monthly photo dumps
- Interactive posting style

Facebook

Kappa Kappa Gamma at Tennessee

I utilized our Facebook account to target alumni and family members the most. I would post information regarding upcoming events and our chapter's accomplishments throughout the year.

I even collaborated with our Senior Experience Director to form an alumni chat to keep everyone in the loop and up to date on how they could stay involved with the sorority.

- 2-3 Posts a week
- Engaged with the followers regularly
- Informative posts, along with graphics
- Event Graphics

Major Projects

Website, Linktree, Newsletter, Philanthropy Videos, Graphics

External Website & Linktree Design



The website and Linktree are Kappa's two most popular sites for the public to access any information regarding the sorority or recruitment at the University of Tennessee. Designing the website consisted of choosing different layout styles and copy. I chose to incorporate easy navigation, as well as messaging that translated our values very well. Regarding the Linktree, I incorporated KKG's colors (light and dark blue), our most important links, and placed it in the bio of @kkgtennessee on Instagram for easy access.

Yearly Newsletter



Click here to view!



Philanthropy Event Videos

Mac N Keys



Kappa Kolor Wars

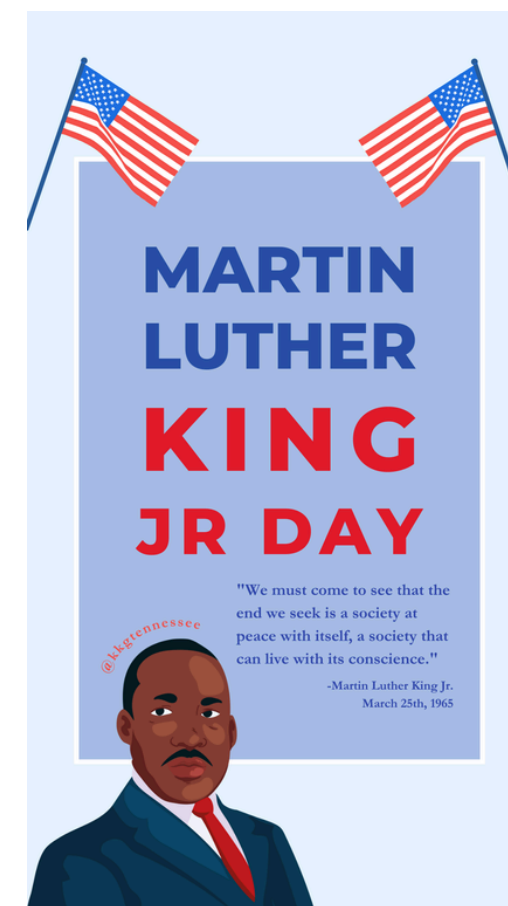
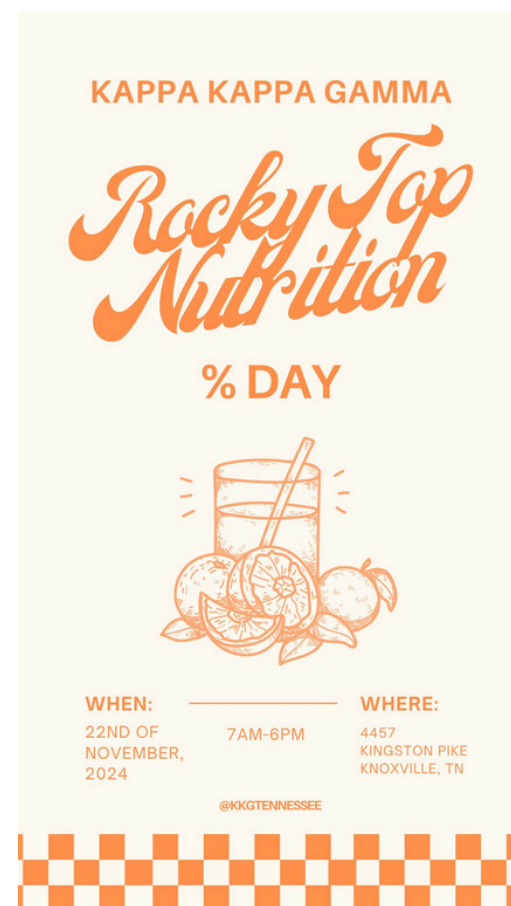
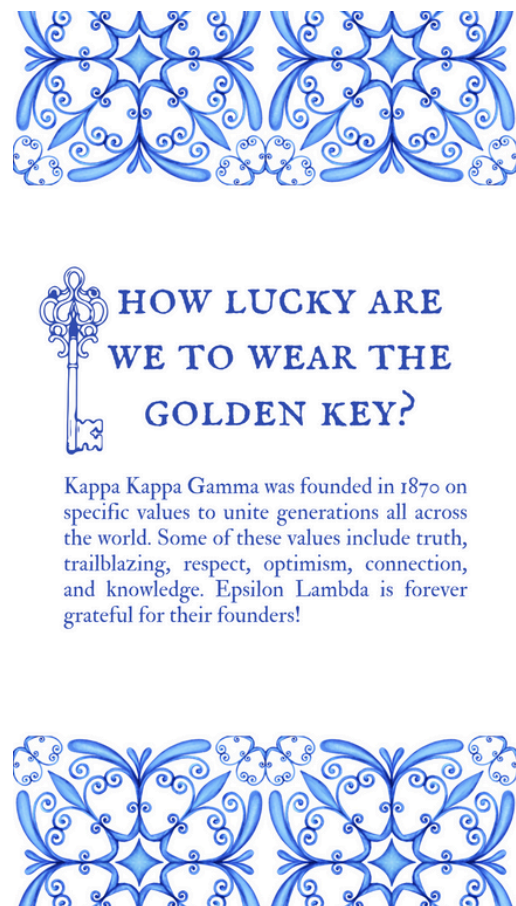


Every video was both filmed and edited by me, utilizing my own camera gear and Final Cut Pro for the editing software. This marks the first occasion we have ever recorded these events individually.

(links are attached to each video)

Graphics – Instagram Stories

Favorite Designs
All Posted on @kkgtennessee

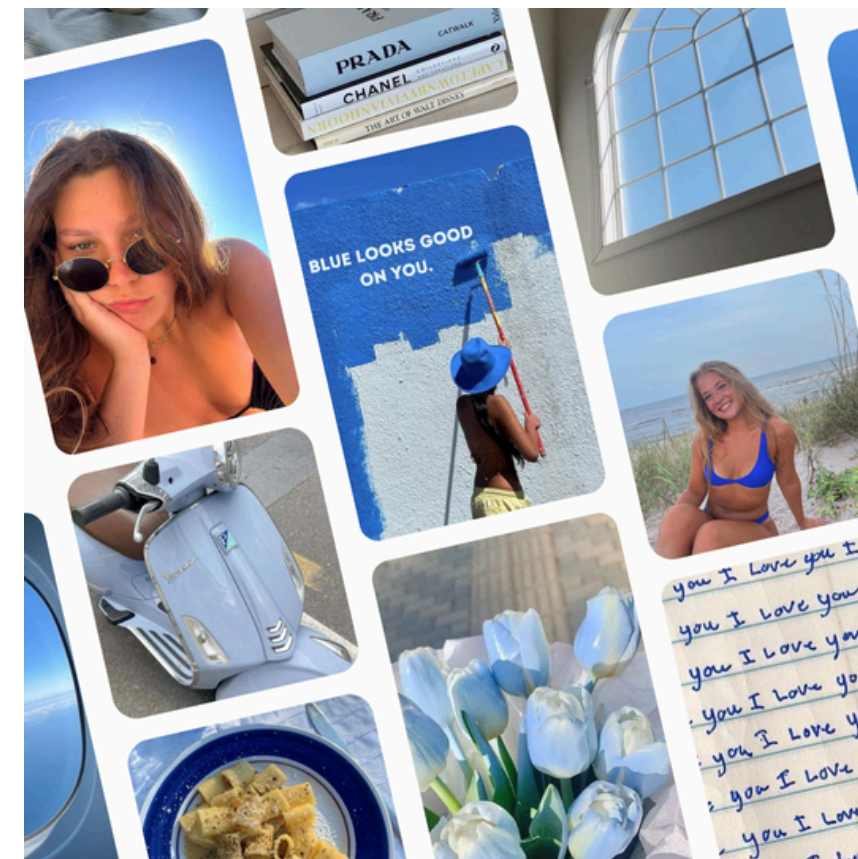


Within my term, I made a total of 102 graphics for the Instagram story. Each one was designed from scratch and addressed a range of topics including sorority events, member shout-outs, birthdays, holidays, DEI topics, and recruitment information.

Graphics – Instagram Posts

Favorite Designs

Posted on @kkgbehindthescenes & @kkgtennessee



A majority of Instagram posts that are graphics can be found on @kkgbehindthescenes. I created each design and either displayed information regarding mental health or visually appealing content.

Thank You

CONTACT INFORMATION:



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