Social Media Audit

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Social Media Audit

Social Media Audit provides information in your social media account. "Instead, it simply means compiling key information about each of your social media accounts, all in one place. A social media audit creates a clear picture of your current social efforts and shows you the best way to improve results. When you're finished, you'll have a single strategy document for all your social channels, with key details at your fingertips. (Newberry, 2020)"

Visual and Performing Arts

The Visual and Performing Arts (VPA) Department at Worcester State University provides interdisciplinary and specialized artistic education that prepares students for professional lives in the arts. Its educational spaces encompass the Fuller Theater, practice rooms for music, art, music, or theatre. Additionally, it could observe how the arts have in common and performed in the Worcester State community.

VPA Media Internship

The VPA Media Internship concentrates on the creative community of the VPA Department at Worcester State University to create a skill in the Communication Field such as Photography, Video Editing, and Graphic Design. VPA media internship would help students to explore in promoting interdisciplinary arts: theatre, music, visual arts to observe their talent.

Organization Charts

VPA's formal meetings are led by a chair who serves a three-year term following a vote by full-time faculty members to vote. Formally, the chair, full-time faculty, and staff meet once per month during the academic school year with the VPA department's clerk who takes notes or "minutes". There are three organization charts in the VPA department: per the three-year

schedule, VPA is scheduled to have a new Chair in Fall 2021; VPA has 10 Full-time Faculty, and

VPA also has a team of Adjunct Faculty.

Website and Social Media

If you want to learn more information about the Visual and Performing Arts, visit their

website at www.worcester.edu/VPA, or connect with VPA on social media:

Facebook/VPAatWorcesterState, Twitter, and Instagram @WSUVPA. Follow their blog, The

Artful Lancer at WSUVPA.wordpress.com, or subscribe to their Youtube channel: WSU VPA.

Make a Connection

VPA uses the following communications channels to reach students, prospective students,

and the community: campus flyers, press releases, blog stories on a site called Artful Lancer,

YouTube and Vimeo pages, social media pages, faculty staff, WooU Newsletter, email blasts

through an online site called Mail Chimp, postcard mailings, WSU News stories, and the

University scoreboard -- to name just a few regularly-used resources.

Overview/Summary

VPA developed their information on the Worcester State website to observe their

organization. They created a media internship for Communication students to reach their

personal and career goals. They made an organizational chart and used social media to connect

with the Worcester State community.

References

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