

## 7,272 Profile

- Name: Brittany McClure
- Position: Social Media Coordinator and Writer
- Years Served: 2

Brittany McClure serves as the public relations and social media coordinator in the Marketing and Communications Department here at Armstrong. But her work isn't limited to posting online; she does a lot of the writing that goes into Armstrong's website and magazine. She also writes and distributes press releases, media advisories and web news. While she wears many hats, she is primarily responsible for being the voice of Armstrong on social media.

McClure manages Armstrong accounts on Facebook, Twitter, Instagram, LinkedIn, YouTube and Yik Yak. And she has grown our social media presence significantly. With almost 15,000 Facebook followers, 14,000 LinkedIn connections, 1500 Twitter users and 1000 Instagramers, McClure has revolutionized Armstrong's social media interaction. She's also recently set up an account on Tumblr: "It's an up and coming network that a lot of universities aren't apart of, so it's something that's cool and hip and helps us get on the level of our students."

Interacting with the Armstrong community on social media is McClure's favorite aspect of the job. She loves that she can use social media as a platform to reach and assist students. "I feel like I have a really great idea of the voice of students," she began, "when students get mad, they take to Twitter . . . I can respond to them and say, 'hey, what can we do to make this better?'" The instantaneous nature of social media allows McClure to address student problems quickly and effectively: "They can ask me right then and there; I have it on my phone, and I can respond. I'm able to constantly have conversation with students."

Social media is a strong contributor to our enrollment, according to McClure. "Anybody that is in high school and looking at coming to college, or anybody who's in college, is on some form of social media . . . Anything we can do to reach [students] at their level in a way that they can understand is beneficial for them and obviously beneficial for us."

McClure strongly believes that there are a number of reasons why potential students should choose Armstrong, from the small communal atmosphere to the undergraduate research opportunities. But Armstrong's commitment to the student body is what really sets us apart from other institutions. "The people that I work with, staff and faculty, care so much about the students. We have bleeding hearts for them," McClure expressed. "We have a really close-knit campus," she continued, "students have a relationship with not only faculty, but staff members . . . I just don't think there are a lot of places that are as invested in their students as we are."

McClure is keeping us posted and doing her part. What can you do to help us reach 7,272?

