



**PRSA Philadelphia
Shadow-a-Pro Program
Tips for Participating Professionals Hosting 1-5 Students**

- When students arrive, give them a few minutes to stop at the restroom and settle in after what may have been a long a commute.
- While students always appreciate refreshments, there is no obligation to provide breakfast or snacks. If you have a coffee shop at the worksite or close by, you may want to incorporate a coffee break into your morning with the students.
- At the start of the morning, ask students to capture three key things they learn while at your worksite, and end the morning with a discussion about what they learned.
- Be prepared to talk about what led you to your career, and what you enjoy about it. You don't need a formal presentation with a small group of one to five students, and can keep it casual. Encourage students to ask you questions about yourself, your organization, your industry and the profession itself.
- If your colleagues are available, consider reserving a meeting room and having a small roundtable discussion with others in your department. This will enable the students to meet your co-workers and become exposed to other positions at the organization.
- Consider giving students a tour of your worksite, depending on what functions are housed in your facility. The media department, production rooms, onsite gym and even the cafeteria are interesting stops for students.
- Consider asking students to bring in resumes and work samples, time permitting, for your review and discussion with them.
- Create a relaxed setting for the students. Many have never been to a professional work setting before and may be nervous. Break the ice by asking them some questions about themselves – their studies, their aspirations, their current school projects.

- Think about what kinds of assignments the students might be able to help you with while they're at your worksite to give them some on-the-job experience. Can they listen in on a conference call and take notes for you? Can they write or edit a news release? Can they look at your social media channels and suggest relevant posts for the day? Can they read a background paper for you and summarize it? Can you involve them in a brainstorming session for a client's needs and give them a chance to provide ideas for a public relations strategy? Be creative and have some fun with them.
- Plan a break for you and the students mid-way through the morning.
- Give the students a memento of the day, a branded item that you can easily obtain from your organization. Pens, cups, T-shirts, any item with your organization's brand will serve as a nice reminder of the day together.
- Be sure to give your students the hashtag for the day #PhillyShadowApro, and encourage them to tweet about their experiences from Shadow- a-Pro Day. Let them know about the upcoming twitter chat, #Ask a Pro, and invite them to participate.
- Encourage students to submit an article for their chapter newsletter on their Shadow-a-Pro experience.
- Give your business cards out to the students and offer to stay in touch.

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