PSA Assignment

For my PSA, I chose to target people at ODU to register to vote, as well as encourage other people to vote. In theory, this would be an organization at ODU that spreads awareness about why it is important to vote and would do things on campus such as hang up posters, have a booth in the webb center, and do surveys of how many people are actually registered to vote.

I created a digital poster with the dimensions of that of an Instagram story post, so that accounts can repost this digital poster, letting their friends know about registering to vote.
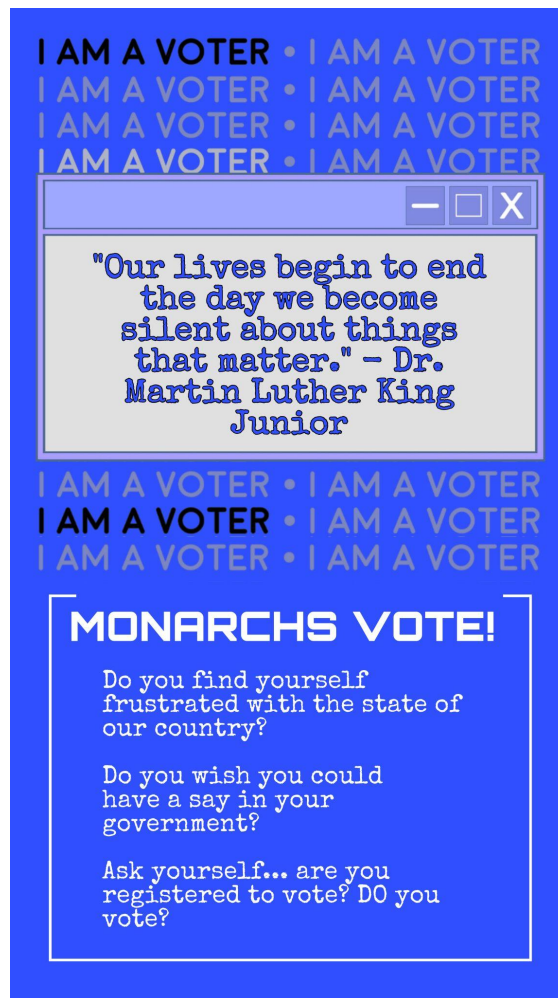
I also created a mock-up Twitter page, to show what I would do to make the account stand out and persuade people to follow. What is important to me in this PSA is not only encouraging people to register to vote, but also educating them, as well as those who are already registered, why voting is important.

As I focused on Twitter for the rest of my project, I thought a Twitter page would be an excellent way to spread the message of a PSA, as its database often recommends accounts that are located near you, as well as accounts that people you know follow. This will create a chain reaction where one student will follow, then someone who follows them will follow, and so on. Twitter also gives us the option to post pictures, videos, and links, all of which are helpful in getting out messages and information. Other social media accounts would most likely be created as well, but through the mix of taking on-campus action as well as being active on social media, the PSA of getting ODU students/staff registered to vote will be successfully delivered.