

Podcast Assignment:

Interview with Emily West, Founder of Austinites101

Sydney Conrad- PR student

Lillian Nettle- PR student

Annabelle Goodier- PR student

Questions:

1. Could you tell us more about Austinites101 and what inspired you to create it?
2. How do you think Austinites101 influences people's decisions on where to go or what to do in Austin?
3. How do you keep up with the latest trends in social media and PR?
4. Can you share an example of a time when you had to adapt your strategy due to a trend or algorithm change?
5. How do you think social media has changed the landscape of PR compared to traditional methods?
6. Can you share a success story where social media really helped you achieve your PR goals?