

# HEART

# F1RST

## FOR EMERGING LEADERS



SPRING 2025  
FINAL REPORT

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# MEET THE TEAM



**Melany Hernandez**  
Account Supervisor

Melany is a third-year public relations student with a minor in Portuguese. This is her third semester working for Alpha PR and her second semester as an account supervisor. Outside of Alpha, she is the upcoming VP of PR for UF PRSSA, the current VP of PR for the Hispanic Communicators Association, an ambassador for the College of Journalism and Communications, and she is on the social media committee for UF HPRSA.



**Emilia McGovern**  
Account Executive

Emilia is a first-year public relations student pursuing a certificate in political campaigning. This is her second semester working for Alpha PR on the Grossman Group team. Outside of Alpha, she is the director of University Services for the Florida Blue Key Speech and Debate Tournament, a member of this year's Florida's Future Leadership Program and a cohort for Student Government's Freshman Leadership Experience.



**Isabella Eaton**  
Account Executive

Isabella is a third-year business management major minoring in public relations and mass communications. She is passionate about leadership and helping others. This is her fourth semester working for Alpha PR and second semester working with The Grossman Group. Outside of Alpha, she serves as an International Programs Student Ambassador for the Heavener Business School and currently works on the Marketing Committee.

# MEET THE TEAM



**Krisha Sanghavi**  
Account Executive

Krisha is a fourth-year public relations and economics double major with a certificate in sports management. This is her second semester working for Alpha PR, both of which she's had the pleasure of working for The Grossman Group. Outside of Alpha, she is a public relations intern with UF College of Medicine's Intelligent Clinical Care Center and a communications intern with University Athletic Association.



**Nia Davis**  
Account Executive

Nia is a third-year public relations major. This is her second semester working with Alpha PR as an account executive and her first semester working with The Grossman Group. Outside of Alpha, she is the Assistant Social Media Director for Rowdy Magazine and an administrative assistant at a PR agency.



**Meghan Shepp**  
Account Executive

Meghan is a first-year advertising major. This is her second semester working with Alpha PR as an account executive and her first semester working with The Grossman Group. Outside of Alpha, she works with the Elevate Ad Agency and is a member of UF PRSSA.

# ABSTRACT

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## Opening Statement

In Fall 2024, The Grossman Group partnered with Alpha PR to promote “Heart First for Emerging Leaders,” a book written by its CEO, David Grossman, aimed at guiding the next generation of leaders. With a focus on distributing free copies to students, the team met weekly to develop strategies that would boost awareness on campus and across social media platforms. Key deliverables included launching an Instagram page and collaborating with relevant student organizations to amplify outreach efforts. The following report outlines the campaign’s progression and offers future recommendations for The Grossman Group.

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## Goals and Objectives

Our two primary goals were to distribute at least 300 copies of “Heart First for Emerging Leaders” and to enhance The Grossman Group’s social media presence. To achieve these goals, we established the following objectives:

### 1. Social Media Activation Through Brand-Aligned Posts (March–April)

To support our goal of increasing engagement and visibility, we maintained a consistent posting schedule by creating at least one social media post per week through Instagram. These posts aligned with both the weekly newsletter published by The Grossman Group and the “Heart First for Emerging Leaders” book. After much communication with the client that led us to establish a cohesive branding guide, we began posting on the Emerging Leader Instagram on March 7.

### 2. On-Campus Promotion and Distribution Efforts (March–April)

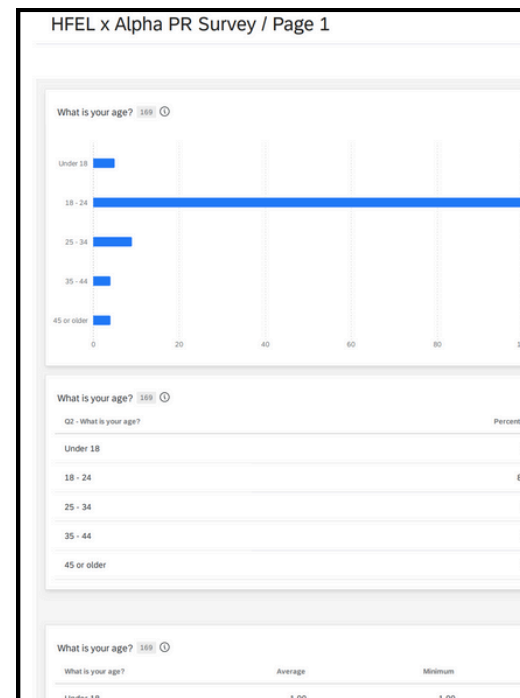
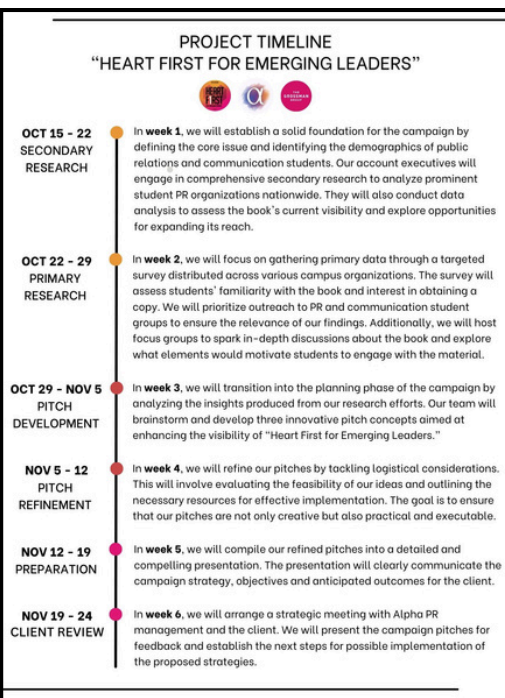
After the initial posts on the Emerging Leader Instagram were published, we began promoting events on campus and collaborating with key groups across the University of Florida. This included partnerships with student organizations and classes to engage students interested in leadership and professional development. These efforts supported our goal of distributing at least 300 copies of “Heart First for Emerging Leaders” and expanding awareness across campus. We received the books on March 3, with our first distribution taking place on March 11, and our last distribution taking place on April 15.

# CAMPAIGN PITCH

## “Heart First for Emerging Leaders” Pitch

To develop an effective and data-driven campaign for “Heart First for Emerging Leaders,” we began with research. Alpha PR conducted a targeted survey to better understand how Gen Z and early-career professionals prefer to consume content. The results found 82% of respondents favor short posts and short-form videos, 69% prefer receiving information via social media, and 90% regularly use Instagram. These findings informed our campaign's direction, emphasizing that all Heart First content is easily digestible in short-form content.

Using this data as the foundation, we crafted a campaign strategy to promote the book that highlighted its key message – empowering young professionals to lead with empathy, vulnerability and confidence. With Instagram, we planned to tell real stories from emerging leaders who embody these values and bring authentic leadership to life. Through collaborations, Alpha PR decided to partner with local organizations to integrate the Heart First leadership mentality where emerging leaders are growing. In our final pitch of the Fall (Dec. 2), Alpha PR walked The Grossman Group through our creative direction, planned messaging and activation strategy. Every element of the campaign was led by our research to ensure our final strategy was both relevant and impactful.





# SOCIAL MEDIA & ANALYTICS

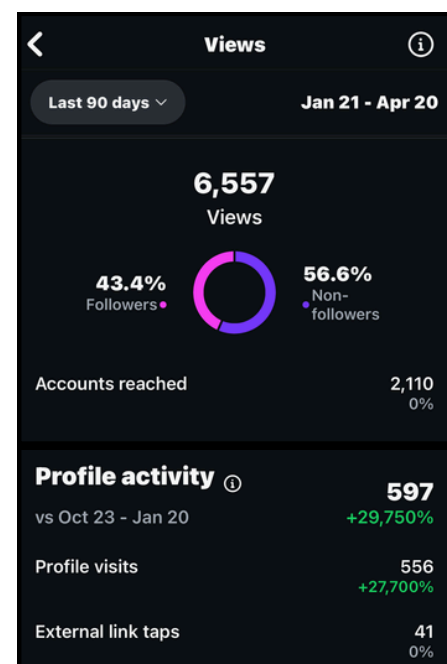
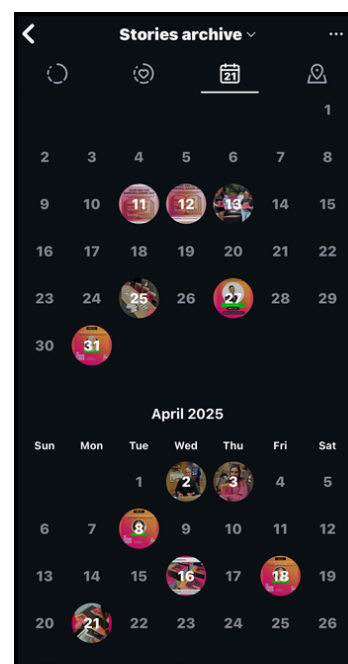
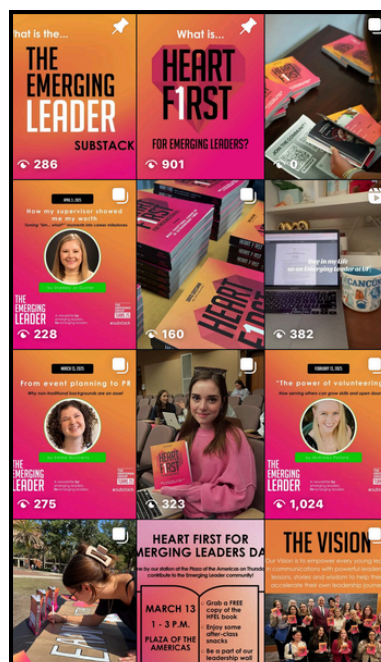
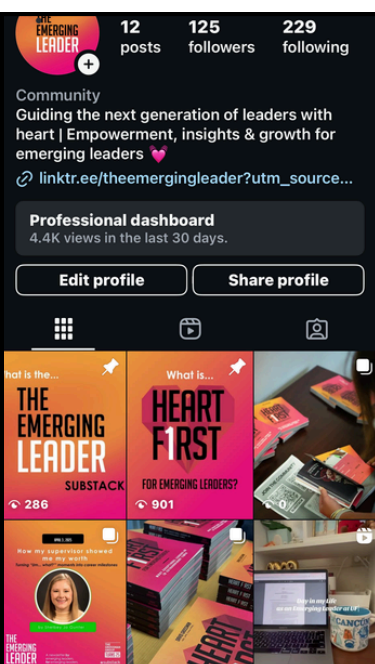
## Overview

From mid-January to April, the team executed a targeted social media campaign to raise awareness of “Heart First for Emerging Leaders” and the Emerging Leader newsletter. Since the launch of the Emerging Leader Instagram in January 2024, we published 12 original in-feed posts between March 7 and April 21. These included content introducing the book and newsletter, spotlighting featured leaders, promoting campus events and showcasing student involvement through reels. All content was produced by members of the Alpha PR team.

In addition to feed posts, we shared 14 Instagram Stories to extend reach and engagement. Two of these were reposts in which the account was tagged, one by Raphael Roker, a Substack author, and another by @byu\_prssa featuring a reel with David Grossman.

This consistent and strategic content rollout led to 100% organic growth, with 125 new followers, over 6,557 views, 556 profile visits and 41 external link taps since January. To centralize access to key resources, we created a Linktree featuring a feedback survey, the Substack and a direct link to the “Heart First for Emerging Leaders” page on The Grossman Group website. Notably, this page received 10 online book orders during March, when Instagram activity was at its peak.

To ensure cohesive branding, we also crafted a bio for the Instagram profile that clearly communicates the account's mission and ties the campaign elements together.



# EVENTS & COLLABS

## Rundown

Our team has successfully conducted several presentations across the University of Florida campus to spread awareness of the “Heart First for Emerging Leaders” and its message. These presentations were delivered to various classes and student organizations inside and outside the College of Journalism & Communications, including a PR Principles course, a Crisis Communication course, an Intro to Media & Communications course, the UF PRSSA chapter, the Dial Center Ambassador Leadership Program and the Heavener Business School’s student-run marketing firm, SPARKS. Through these six presentations, we had the opportunity to distribute copies of the book to students, with over 90 copies handed out during our Principles of Public Relations class presentation alone. As of April 15, we have officially distributed about 210 copies through in-person events.

In addition to the presentations, we organized and executed the Heart First for Emerging Leaders Day event on March 13, held in Plaza of the Americas, a popular social space for students on campus. Our team set up an interactive display that featured poster boards explaining the book’s key messages, QR codes for students to follow our social media accounts, a banner inviting students to share their leadership advice, and copies of the book for distribution. Some of the leadership advice left by participants included: “Be authentic,” “Mentorship,” and “Be open to new ideas.” The event attracted a diverse demographic and provided valuable opportunities for meaningful interactions with attendees.





# FUTURE ADVICE



## Closing Statement

As we reflect on the strong progress made with The Grossman Group and our work within the College of Journalism and Communications, it's clear we've successfully connected with a core audience of students in the communications field. We've seen firsthand how leadership content and networking tools resonate with this group and help elevate their potential.

Looking ahead, we recommend expanding our outreach efforts in three key ways:

### 1. Cross-College Engagement

Now that we've thoroughly explored the communications space, it's time to broaden our reach to students in other colleges, particularly business majors. Business students consistently show a strong interest in leadership development and networking strategies. Their eagerness to engage with this content positions them as a natural next audience for the Emerging Leader community.

### 2. Expanding Beyond UF

While the University of Florida has been a valuable partner, we see a significant opportunity to grow by including other universities in future contracts. Broadening our institutional reach will allow us to connect with a wider, more diverse population of emerging leaders, bringing new energy and perspective to the work.

In short, the next phase of our partnership should focus on growth across disciplines and campuses. With targeted outreach and smart strategy, we can extend The Grossman Group's impact and continue to shape the next generation of leaders on a broader scale.

### 3. Collaborations with Career Centers & Organizations

We can also focus on partnering with UF career centers to help students develop skills that they will use in the job industry. This collaboration would allow us to use the insights and chapters in the book as educational tools.

