

Welcome to Your Newest Member Benefit



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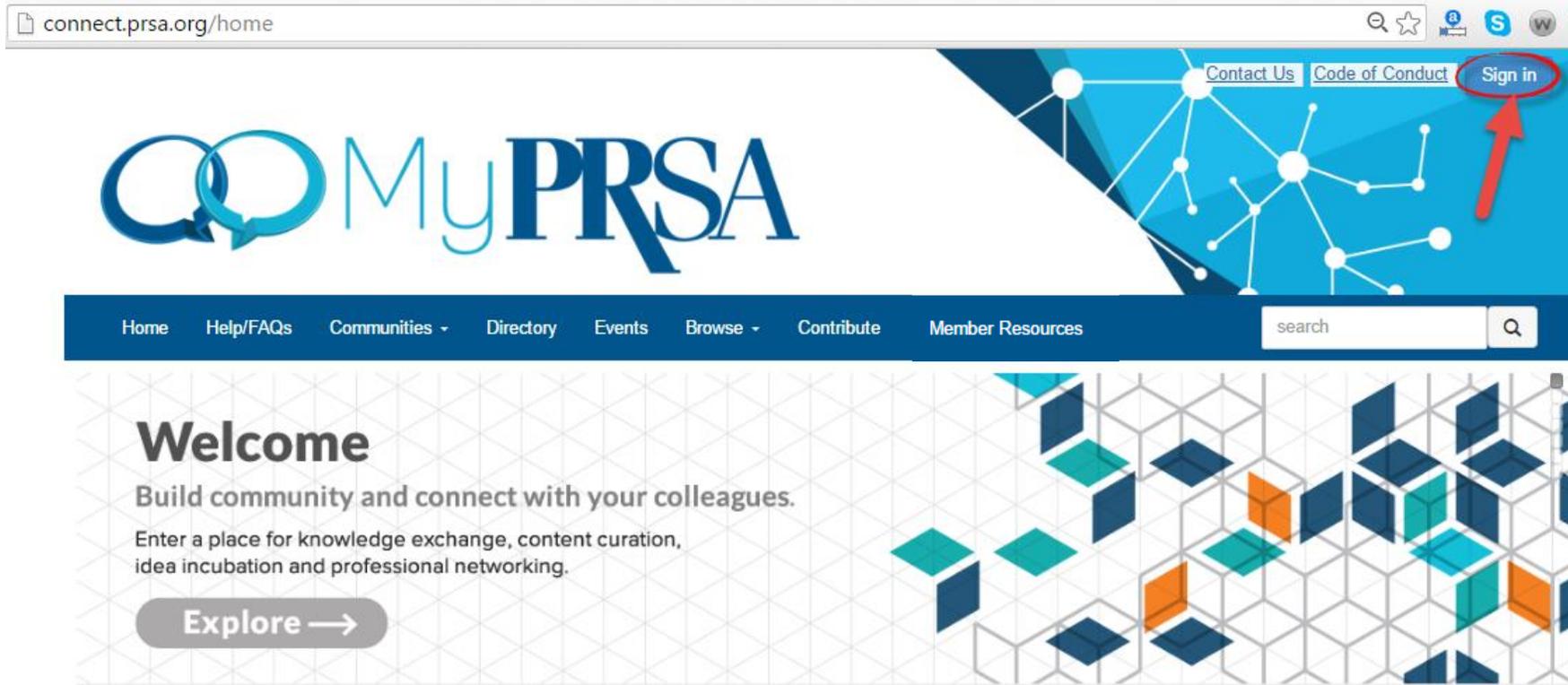
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What is MyPRSA?

MyPRSA is PRSA's members-only, secure, private community that empowers our members to create meaningful communication and share resources.

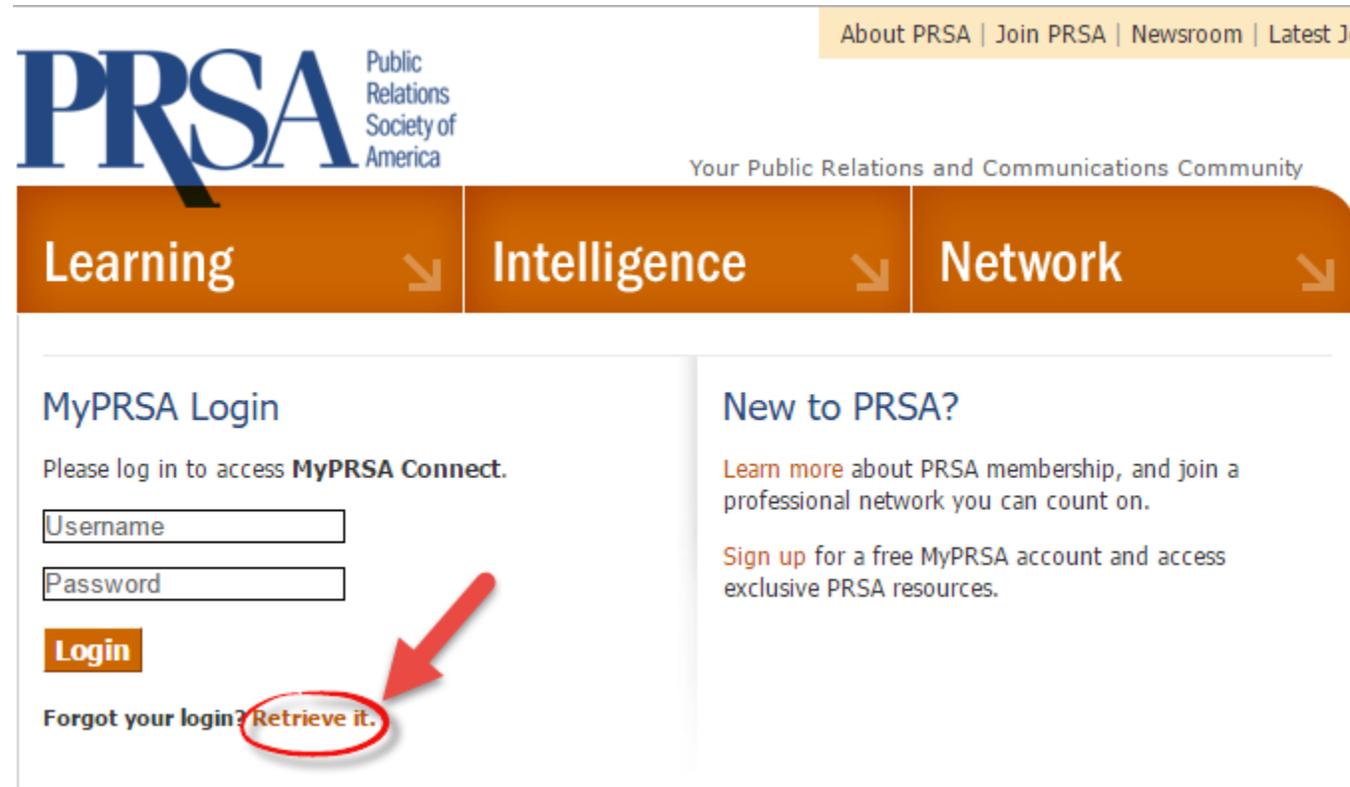
In addition to this versatile community and resource library, you will have access to all of your membership account information.

Logging into the Community



Go to connect.prsa.org and sign in by clicking the button in the upper right corner.

If you have forgotten your username or password



The screenshot shows the PRSA website header with the logo and navigation links. Below the header is a navigation bar with 'Learning', 'Intelligence', and 'Network' categories. The main content area is divided into two columns. The left column is titled 'MyPRSA Login' and contains a login form with 'Username' and 'Password' fields, a 'Login' button, and a link for 'Forgot your login? Retrieve it.'. A red arrow points to the 'Retrieve it.' link, which is circled in red. The right column is titled 'New to PRSA?' and contains links for 'Learn more' and 'Sign up'.

PRSA Public Relations Society of America
Your Public Relations and Communications Community

About PRSA | Join PRSA | Newsroom | Latest Jo

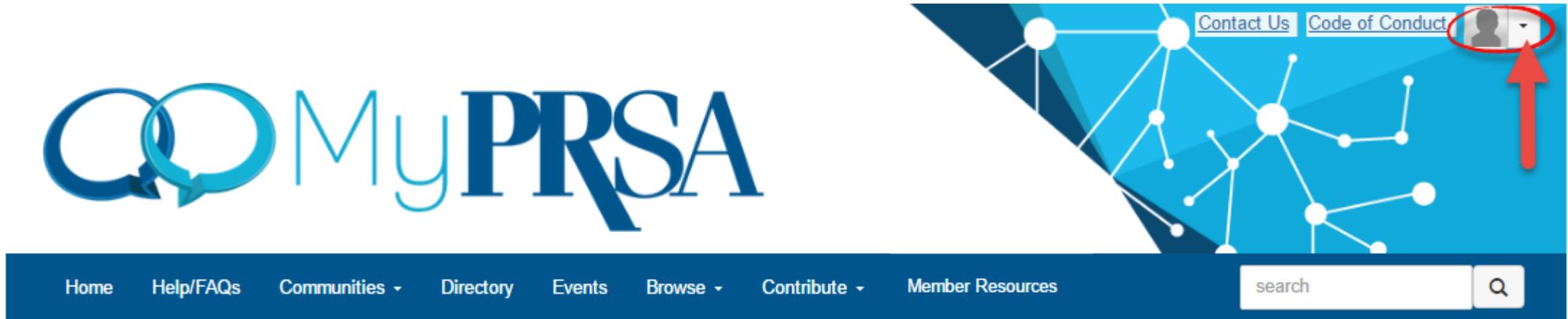
Learning Intelligence Network

MyPRSA Login
Please log in to access **MyPRSA Connect**.
Username
Password
Login
Forgot your login? [Retrieve it.](#)

New to PRSA?
[Learn more](#) about PRSA membership, and join a professional network you can count on.
[Sign up](#) for a free MyPRSA account and access exclusive PRSA resources.

If you have forgotten your username and/or password, click the “Retrieve It” link.

To view your profile



Once logged in, you can view your profile by clicking the drop-down arrow in the upper right-hand corner.

To view your profile



A drop-down screen will appear. Click on profile to view your full profile.

To update your profile



Actions ▾

Your Name Here

My Profile My Connections ▾ My Contributions ▾ My Account ▾

Bio

Share information about yourself - your work life and personal interests

Add

Contact Details

Your Company
Your@email.com

Social Links

Link to other social media accounts

Add ▾

Import From LinkedIn

Bring in your information from LinkedIn®

Import Your Info

Education

Share where and when you received your education

Add

Job History

Provide an overview of employment experience

Add

Here you can add or update your profile picture, edit your bio, link to your other social media accounts, or import your information from LinkedIn.

Import from LinkedIn

This is the fastest way to update your profile. Once you click on the button to give Higher Logic (this is the platform our community is built on) access to your LinkedIn profile, your information will automatically sync to your MyPRSA profile. You can then edit the information if you would like for it to appear differently.

Please note, editing this profile does not edit your LinkedIn profile, nor does it edit your PRSA membership profile.

If you update your LinkedIn profile, you will need to import your information again if you would like those updates to appear on your MyPRSA profile.

Import From LinkedIn

[Import Your Info](#) Bring in your information from LinkedIn®



Samantha Lake
(Not you?)



Higher Logic would like to access some of your LinkedIn info:

-  YOUR PROFILE OVERVIEW
Name, photo, headline, and current positions

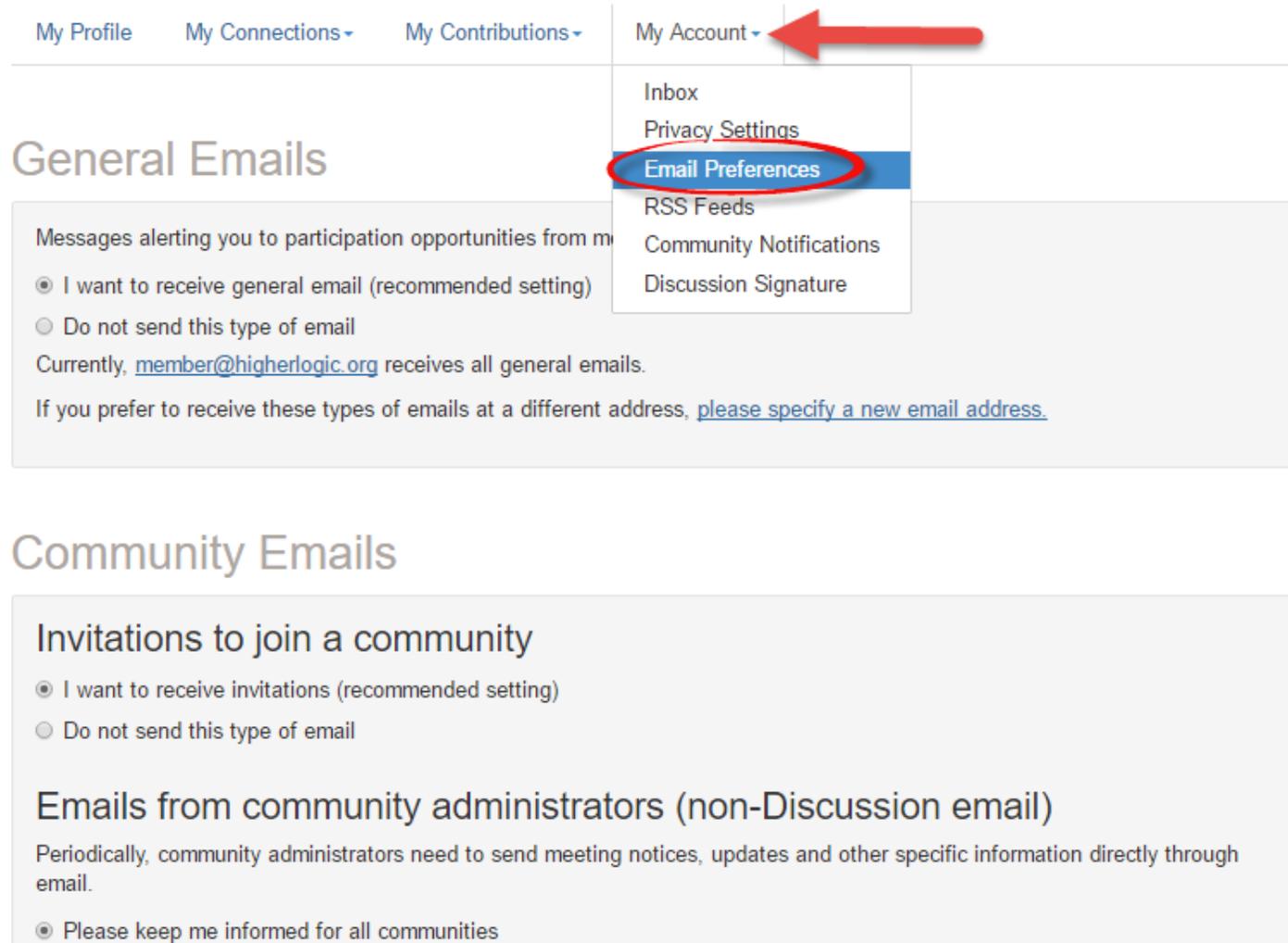
Sign in to LinkedIn and allow access:

[Join LinkedIn](#) [Forgot your password?](#)

[Allow access](#) [Cancel](#) 

All Applications can be found in your settings
[Terms of Service](#) | [Privacy Policy](#)

To view and update your email preferences



The screenshot shows a user interface with a navigation bar at the top containing the following items: My Profile, My Connections ▾, My Contributions ▾, and My Account ▾. A red arrow points to the 'My Account' dropdown menu, which is open and displays the following options: Inbox, Privacy Settings, Email Preferences (highlighted with a blue bar and a red circle), RSS Feeds, Community Notifications, and Discussion Signature.

General Emails

Messages alerting you to participation opportunities from m

- I want to receive general email (recommended setting)
- Do not send this type of email

Currently, member@higherlogic.org receives all general emails.

If you prefer to receive these types of emails at a different address, [please specify a new email address.](#)

Community Emails

Invitations to join a community

- I want to receive invitations (recommended setting)
- Do not send this type of email

Emails from community administrators (non-Discussion email)

Periodically, community administrators need to send meeting notices, updates and other specific information directly through email.

- Please keep me informed for all communities

Under the My Account tab, you can configure how you would like to receive email notifications from the community by selecting “Email Preferences” from the drop-down menu.

To view verify email address and configure your subscriptions

I want to receive general email (recommended setting)
 Do not send this type of email
Currently, member@higherlogic.org receives all general emails.
If you prefer to receive these types of emails at a different address, [please specify a new email address.](#)

Community Emails

Invitations to join a community

- I want to receive invitations (recommended setting)
- Do not send this type of email

Emails from community administrators (non-Discussion email)

Periodically, community administrators need to send meeting notices, updates and other specific information directly through email.

- Please keep me informed for all communities
- I do not want to receive any community messages
- I want to stop receiving community messages from certain communities

Discussion group emails

Community notifications allow community-specific email to be received or disabled. Manage your community notifications using the button below.

[Manage Community Notifications](#)

Here you can check what email address is registered to your account and configure your email preferences for the communities that you belong to.

To set up notification preferences

Discussion group emails

Community notifications allow community-specific email to be received or disabled. Manage the button below.

[Manage Community Notifications](#)

[My Profile](#)

[My Connections](#)

[My Contributions](#)

[My Account](#)

Community Notifications

Community notification will be delivered to your primary address.

Your Email Here

Inbox

Privacy Settings

Email Preferences

RSS Feeds

Community Notifications

Discussion Signature

To receive specific community notifications at an address other than your primary, set override(s) where desired.

Discussion Email:

You have no override email addresses for discussion emails. [add override addresses](#)

Notification Settings

2 Communities

Community Name A-Z

Community	Discussion Email
Building Your Personal Brand	Real Time Daily Digest ✓ No Email
Crisis Management	Real Time Daily Digest ✓ No Email

You can receive notifications on one of two schedules: a Daily Digest, where you will receive one email with a summary of all of the discussions on a given day, or in Real Time, where you will receive an email notification the moment a message or reply has been posted to the

To view communities



You can search communities and view the communities you belong to under this tab.

Joining communities

Counselors to Higher Education

Counselors to Higher Education

last person joined 10 minutes ago

Discussions 6 Libraries 6 Members 673

Crisis Management

Do you have crisis management questions? Did you read a great article about crisis management that you want to share? Or is there a current crisis that you want to discuss and share what we can learn from it? If so, this is the community for you.

member last person joined 2 hours ago

Discussions 0 Libraries 0 Members 23

Diversity Discussions

This group is for the discussion of diversity and inclusion in the communication industry. This is the place to ask your questions, share resources, and discuss current events related to diversity and inclusion.

last person joined 11 days ago

Discussions 0 Libraries 0 Members 11



Employee Communications Section

Employee Communications Section

last person joined 12 minutes ago

Discussions 55 Libraries 5 Members 541

When you view “All Communities,” you will see a list of communities available in MyPRSA. If you are currently a member of a community, you will notice it says “member” underneath the description. If it is an open community that you have not yet joined, you will see a blue “Join” button across from the community name and description. If you do not see either of these options, that means it is a closed community, and you need to upgrade your membership to join.

Communities

Open Forum

Community Home Discussion **15** Library **2** Events **0** Members **24** 

Latest Discussion Posts Add

 **Town hall with PRSA CEO Joe Truncale**
By: [Brant Kullen Skogrand, APR](#) , 8 days ago
Read about the exciting initiatives underway at PRSA that CEO Joe Truncale shared last week in Minneapolis. <http://ow.ly/fWlr301EMal> ----- Brant Skogrand, APR Chief Communications Officer Skogrand PR Solutions, LLC Apple...

 **RE: Snapchat**
By: [Samantha Lake](#) , 25 days ago
Hi Lourdes, Great question, here a few of my personal observations in regards to the pros and cons. Pros: Storytelling (this is the biggest pro and why I am personally on Snapchat, I love seeing the stories that brands and my network...

 **RE: Snapchat**
By: [Sam Gronner](#) , 25 days ago
Hi Lourdes, In my specialty, (B2B), the objective is to develop and reinforce the brand value of a technical product or service to enterprise decision makers. This is a longterm, strategic relationship-building campaign. I view Snapchat as a...

Announcements Add

Register for ICON by Aug. 26 and save \$200!
By: [Samantha Lake](#) , a minute ago
At the PRSA International Conference, Oct. 23-25 in Indianapolis, IN, enhance your personal and professional network, while engaging with some of the world's most influential companies and organizations that call Indiana home. Connect with thousands of colleagues and more than 150 industry experts from all career levels, sectors, work environments and industries for three days of practical insight and networking.
[Click here to learn more.](#)

Latest Shared Files Add

 **RE: Best Practices for Connecting with Students,...**
By: [Jeneen C. Garcia](#) 2 months ago

Each community has its own discussions, library, events, and member sections.

To post a new message

Open Forum

Community Home **Discussion 15** Library 2 Events 0 Members 24

1 to 6 of 6 threads (15 total posts)

50 per page **Post New Message**

Thread Subject	Replies	Last Post
Town hall with PRSA CEO Joe Truncale	0	8 days ago by Brant Kullen Skogrand, APR
Snapchat	2	25 days ago by Samantha Lake
Are you using Snapchat?	3	27 days ago by Sam Gronner
An object lesson for better media relations practices	0	28 days ago by Sam Gronner
Best Practices for Connecting with Students, PRSSA and others...	4	2 months ago by Jeneen C. Garcia

To view all discussions, just click on the discussion tab. From here, you can also post a new discussion topic.

To post a new message

The image shows a forum post creation form with several fields and a formatting toolbar. Red callout boxes with arrows point to specific elements:

- To:** A dropdown menu with "Select Discussion" selected. A callout box says "Select the community".
- Cross Post To:** A dropdown menu with "No Additional Discussions" selected. A callout box says "If you would like to post to more than one community, select the 2nd community here."
- From:** A text field containing "Samantha Lake".
- Subject:** An empty text field. A callout box says "Make sure your subject is clear and specific so reads know what your post is about."
- Automatically insert content preview for links:** A checkbox with "Yes" selected.
- Formatting Tool Bar:** A toolbar with options for Bold (B), Italic (I), Underline (U), Strikethrough (ABC), Bulleted List, Numbered List, Indent, Outdent, Text Color, Background Color, Link, Unlink, Image, Table, Undo, and Redo. A callout box says "Formatting Tool Bar".
- Message Body:** A large text area. A callout box says "Your message goes here. Be sure to provide content and details so that others can provide meaningful responses".

When posting a new message, you can select the community to post it in. If you would like to increase the exposure of a post, you can cross-post the message to another community.¹⁷

To post a new message

The screenshot shows a message composition interface. At the top is a text input field containing the letter 'p'. Below it is a 'Signature' section with a dropdown arrow. To the right of the signature section is a button labeled 'Edit Your Default Signature', which is circled in red. A red arrow points from this button to the signature text: 'Samantha Lake', 'PRSA', and 'New York NY'. Below the signature section is an 'Attachment(s)' section with an 'Attach' button, also circled in red. A green-bordered box contains the text: 'This will attach a doc. to your post and store it in the library.' At the bottom of the interface are 'Send' and 'Cancel' buttons. The 'Send' button is circled in red, and a red arrow points to it from the left.

You can also edit the way your signature appears and attach files to your post. The files that you attached to your post will also be saved to the library for the community in which you are posting. Once your message is ready, just click: send.

To post a reply to a message from the community

3. RE: Snapchat 0 Recommend



[Samantha Lake](#)

Posted 25 days ago

Hi Lourdes,
Great question, here a few of my personal observations in regards to the pros and cons.

Pros:

- **Storytelling** (this is the biggest pro and why I am personally on Snapchat, I love seeing the stories that brands and my network create).
 - Recommendations of who to follow:
 - National Geographic
 - BuzzFeed

Reply to Discussion

To reply to an existing post so that the entire community can see your response, click the “Reply to Discussion” button. Type your reply as you would a new post and click “Send.”

To respond to a post via email

[Post New Message](#)

Re: [Omni-channel marketing](#)

[Reply to Group](#)

[Reply to Sender](#)



Jun 25, 2016 10:04 PM

[Laura Kane](#)

I think the trick to making it work is to really engage your employees as brand ambassadors, but that can be a challenge. Would love to hear thoughts about how to sustain an omni-channel campaign on a budget.

From [Samantha.Lake@prsa.org](#)

To [PRSA_professionaldevelopment_77e4826d-9aa3-4369-b1d7-8a9d31c9ac32@ConnectedCommunity.org](#) x

Cc

Re: [Omni-channel marketing](#)

No need to go to the community to reply to a message — you can reply directly from your email. “Reply to Group” will post a message directly to the community for all to see. “Reply to Sender” will send that person a private message that only he or she can see.

To view community members

Community Home Discussion **15** Library **2** Events **0** **Members 24**

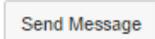
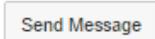
First Name
Last Name
Company Name
Email Address

Find Members Clear All

Showing 1 to 20 of 24*

Name A-Z 20 per page

- Name A-Z
- Name Z-A
- Company A-Z
- Company Z-A
- City A-Z
- City Z-A
- State A-Z
- State Z-A
- Country A-Z
- Country Z-A

	Jarad Bernstein	Drake University Director, Public Relations & Media Management Des Moines, IA	 
	Joan Cear	Kellen Communications Senior Vice President New York, NY	 

In each community, you can view those who belong to that specific community. To do this, click on the “members” tab. You can search by name, company or email. You can also query the list and sort it to view by company, city, state, etc.

To view PRSA members

Member Directory

Basic Search

Advanced Search

Fill in any of the criteria below to limit your search. None of the fields are required although you must enter something in at least one of them. Fields like First Name, Last Name, Company Name, etc. will perform a partial match. For example, a Last Name search for "Jo" will find everyone whose name starts with "Jo".

Location

City

State/Province

Country

Member of Group

Community Type

Community Name

If you can't find what you are looking for, you can click on the "Advanced Search" tab to search by "Location" and "Member of Group." Please note, you cannot export contacts from the community into Excel or Word.

To connect with members

The screenshot displays a social media profile for Samantha Lake, a member of PRSA in New York, NY. The profile header includes a profile picture, the name 'Samantha Lake', the organization 'PRSA', and the location 'New York, NY'. Two buttons are visible: 'Send Message' and 'Add as Contact', with the latter circled in red. Below the header, a navigation menu shows 'My Profile', 'My Connections', 'My Contributions', and 'My Account'. The 'My Connections' dropdown is open, with 'Contacts' highlighted in blue and circled in red. A blue arrow points to the 'Contacts' menu item with the text 'How to see your contacts.' Below the menu, it says 'Showing 1 to 1 of 1' and provides sorting options 'Name A-Z' and 'Show All'. At the bottom, the profile information is repeated, and a 'Remove Contact' button is visible.

To connect with members, click on “Add as Contact.” If this person accepts , it adds them to your contacts (which can be found in your profile) and allows you to see more information about them, depending on their privacy settings.

Member profile: Being a contact vs. not

Not A Contact



Samantha Lake

PRSA

Send Message

Add as Contact

Profile

Connections -

Contributions -

Education

Purdue University

Master of Arts in Professional Communication, 2008
2006 To 2008

Purdue University

Bachelors of Arts, 2006
Media and Public Communication
2002 To 2006

Contact Details

PRSA

New York, NY

samantha.lake@prsa.org

Social Links



Contact Details

PRSA

33 Maiden Ln.
11th Fl.
New York, NY

 samantha.lake@prsa.org

Social Links



An Accepted Contact

Samantha Lake

PRSA

Send Message

Download vCard

Remove Contact

Profile

Connections -

Contributions -

Bio

Currently working with associations to help them to stop thinking like nonprofits and start thinking like entrepreneurs. I am building brand awareness, generating leads through inbound marketing, communicating with members via several channels including print, direct mail, email, and social media. This in combination with over five years of experience in training and development has allowed me to demonstrate a proven track record of success performing in fast-paced, high pressure, and immediate response environments.

My experience has sharpened my ability to adapt my approach in development and delivery to ensure clear and concise communication. Working with a variety of ages, nationalities, and education levels have strengthened my ability to make high-impact decisions quickly, use excellent judgment, demonstrate professionalism at all times, and has sharpened my ability to communicate with diverse audiences.

Specialties: Project management, Marketing, Inbound marketing, Social media, Writing, Executing strategic marketing plans, Public speaking, Communication, Microsoft Office, Organizational culture, Adult learning theory, Instructional design theory, ADDIE model, Technical and non-technical training, Increasing efficiency, and Productivity.

Education

Purdue University

Master of Arts in Professional Communication, 2008

Job History

Grow Socially

Vice President of Association Marketing Services

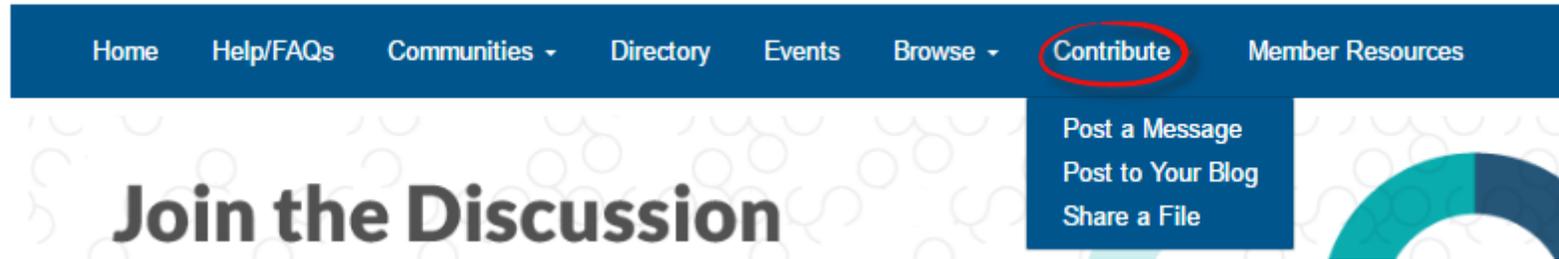
Each member will vary, but based on their privacy settings, you might not be able to see much of their profile. By adding them as a contact, you might be able to learn more about them, depending on their privacy settings for “contacts.”

Browse the community



Know the type of content you are looking for? Use the “Browse” tab to quickly find discussion posts, library entries, and blogs.

Contribute to the community



Have something you want to say? Use the “Contribute” tab to quickly post to a community, write a blog, or share a file.

Search the community

The screenshot displays a search interface with a blue navigation bar at the top containing links for Home, Help/FAQs, Communities, Directory, Events, Browse, Contribute, and Member Resources. A search bar in the top right is highlighted with a red circle. Below the navigation bar, the search results for "best practices" are shown, including a search bar with the query "best practices", a "Sort by" dropdown set to "Relevance", and a list of results. The first result is a discussion reply titled "RE: Best Practices for Connecting with Students, PRSSA and others...". The user profile for Jeneen Garcia is visible on the right, along with a "View Thread" link highlighted in yellow and a red arrow pointing to it. On the left side, there are filters for "Categories" and "Refine by" (Community), both highlighted with red arrows. The "Refine by" section includes checkboxes for "Employee Communications Section (20)", "Association/Nonprofit Section (12)", and "Open Forum (12)".

Want to see all of the content in the community on a specific topic? Use the search bar feature. This will show you all the discussion posts, library entries, and tags that contain the keywords that you typed into the search bar. On the results page, you can refine your search by using the features on the left side. See the next page for a full-size image.

Search the community

Home Help/FAQs Communities ▾ Directory Events Browse ▾ Contribute ▾ Member Resources

search



94 results for "best practices"

best practices



Categories

[User Content \(90\)](#)

[Communities \(3\)](#)

[Announcements \(1\)](#)

Refine by

Community

Employee Communications Section (20)

Association/Nonprofit Section (12)

Open Forum (12)

Corporate Communications Section (11)

Technology Section (6)

Entertainment & Sports Section (5)

What I Know Now... (4)

Independent Practitioners Alliance Section (4)

Counselors To Higher Education (4)

Beta Testers (3)

Tags

Publication (1)

Tactics (1)

Created

[Within One Week \(3\)](#)

[Within Two Weeks \(4\)](#)

[Within One Month \(5\)](#)

1 to 10 of 94

Sort by

Relevance

[RE: Best Practices for Connecting with Students, PRSSA and others...](#)

Discussion Reply

Attached are two documents to assist with obtaining a PRSSA charter. Please feel free to let me know if you have any questions or concerns. Happy to help further. – Jeneen Garcia Executive Director, PRSSA PRSA New York NY (212) 460-1466 –

2 attachments

[Focus Search](#) - RE: **Best Practices** for Connecting with



Jeneen Garcia

Added 05-03-2016

[View Thread](#)

[View Community](#)

[RE: Best Practices for Connecting with Students, PRSSA and others...](#)

Discussion Reply

Wonderful...thank you!! – Jennifer McGehee-Valdez Director, Public Relations The University of Texas at Rio Grande Valley Brownsville TX (956) 266-5602 –



Jennifer McGehee-Valdez

Added 05-03-2016

[View Thread](#)

[View Community](#)

[RE: Best Practices for Connecting with Students, PRSSA and others...](#)

Library Entry

2 attachments



Jeneen Garcia

Added 05-03-2016

[View Library](#)

[View Community](#)

To view member resources

The screenshot shows a navigation bar with the following items: Home, Help/FAQs, Communities, Directory, Events, Browse, Contribute, and Member Resources (circled in red). A search bar is located on the right side of the navigation bar. Below the navigation bar, the page title is "Member Resources". On the left, it says "9 Entries". On the right, there are two view options: a list view (selected) and a folder view. A dropdown menu shows "Most Recent". The first entry is titled "Strategist: Fall 2015 — Building a Strong Corporate Reputation" by Samantha Lake, dated 12 days ago. The entry includes a list of topics: Corporate Reputation, -It's About Trust: Helping Your Organization Build Relationships, -Relinquish Control: The Essential New Mindset for Employee Communications Professionals, and -The... Below the entry, there is an "Attachments" section with a document icon.

Home Help/FAQs Communities Directory Events Browse Contribute **Member Resources** search

Member Resources

9 Entries

Most Recent

 **Strategist: Fall 2015 — Building a Strong Corporate Reputation** 12 days ago
by [Samantha Lake](#)

Corporate Reputation
-It's About Trust: Helping Your Organization Build Relationships
-Relinquish Control: The Essential New Mindset for Employee Communications Professionals
-The...

Attachments



 **Strategist: Winter 2015 — Power Up in the New Year** 12 days ago
by [Samantha Lake](#)

The member resources section is where you can find archived member benefits such as back issues of *Tactics* and *Strategist*. To view this, click on “Member Resources” in the main navigation. You can view resources by list or by folder — the view above is by list.

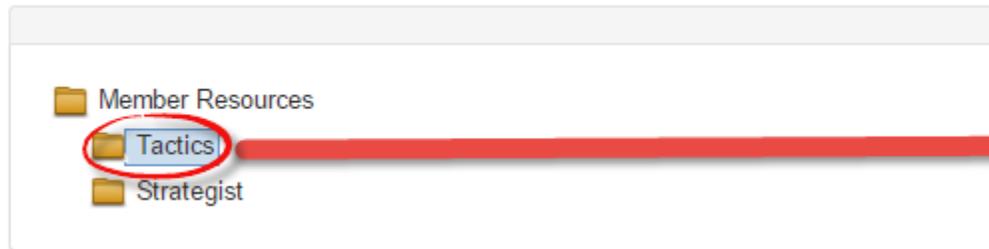
To view member resources

Member Resources

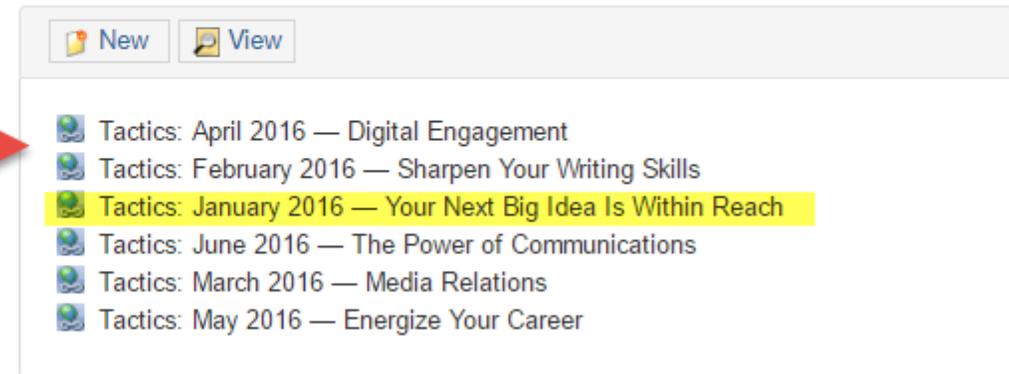
9 Entries



Folders



Folder Contents



To view by folder, click on the folder icon. Then, you can click on the folder that you wish to view. This will display a list of content to the right of the folder; double-click to view the content.

Need help?



General

- [What is my username/password?](#)
- [How do I update my contact information?](#)
- [How do I control what information is visible on my profile?](#)

Contacts / Connections

- [How do I find other members?](#)
- [How do I add contacts to my contact list?](#)
- [Why should I add contacts to my contact list?](#)

Communities / Discussions

- [What are communities?](#)
- [Which communities do I already belong to?](#)
- [How do I join/subscribe to a community?](#)
- [How do I create a community?](#)
- [How can I control the frequency and format of emails I receive?](#)
- [How do I leave a community or unsubscribe from a discussion?](#)
- [How do I respond to others' posts?](#)
- [How do I start a new discussion thread?](#)

If you have questions, please review the Help/FAQs section. If this section does not answer your question, please contact PRSA's Community Manager, Samantha Lake at Samantha.lake@prsa.org or 978-821-4688.