Founded in 1992, Evans Larson is a strategically-sized content, publishing and communication firm. We partner with Fortune 500 companies, small businesses and non-profit organizations. We are known for our strategic business counsel, communication expertise, content development and publishing through media and social media, as well as internal and external communication capabilities.

We develop and manage successful regional, national and international campaigns that support brand goals, solve multi-faceted issues, and crystallize messages for multiple audiences.

• **Business communication strategies and counsel**
• **Content marketing, advertising and multi-channel publishing for social, digital and media**
• **Crisis and issue communication, mitigation, management, recovery**
• **Social technology strategies, analysis, development**
• **Brand development, management**
• **Media relations strategies and campaigns**
• **MsM – MindSet Marketing™**
• **C(3)UE: Consistent, Cohesive, Channeled User Experiences**
• **Media and social media training**
Social Media
- Advertising
  - Campaign mapping / strategy
  - Visual content
- Monitoring (18/7/365)
  - Customer relations/response
- Analysis (content, advertising, customer service)

Crisis
- Social, digital, in-person, media
- Counsel
- Incident response and triage
- Messaging – internal and external
- Media and social tracking
- Crisis stabilization, analysis
- Recovery

Media Relations
- Strategy and planning
- Issues response
- Traditional, digital, social placement and management
- Interview training and preparation
- On-site event support
- Press releases, media kits
- Analysis

Training
- Social Media
  - Guidelines
  - Privacy: Professional/Personal boundaries
- Media Relations
  - Interview prep
  - Ongoing as needed
  - Spokesperson (region/country)
Evans Larson is a group of smart leaders with hands-on experience and creative, common sense know-how.

We really like our clients – we love who they are and what they develop, manufacture, sell and create.

We support a variety of causes – ranging from animal welfare to our own good health. We are a dog and cat friendly office, a masseuse visits our team every other week, happy hour is every Friday in the conference room (complete with a fully-stocked, flight attendant cart). We offer dry cleaning services, and we subsidize dog kenneling when you travel for us. Practical jokes rule the day and our VP of Social is the current ruler.

You want us on your side.

We have the background and expertise you need and the understanding and enthusiasm you want.
1. WHY TEST and HIRING
2. WHAT EMPLOYERS LOOK FOR
3. RESUME and INTERVIEWING
4. INTERVIEW TIPS
CONTENT: SOCIAL MEDIA
1. CLIENT: Regis Salons
   a. OPPORTUNITY: Please draft one week of posts Sunday through Saturday
      • Facebook: One post a day w/ image(s), content
      • Twitter: One post a day w/ image(s), content

2. CLIENT: Rosedale Mall
   a. OPPORTUNITY: Please draft one week of posts, Sunday through Saturday
      • Facebook: One post a day w/ image(s), content
      • Instagram: One post a day w/ image(s), content

3. CLIENT: Rosedale Mall, Tenant Request:
   a. OPPORTUNITY: The Marketing Director emails this information and asked for a Facebook and an
      Instagram post:
      • Tenant: Pandora
      • What: Valentine’s Sale
      • Dates: Feb 11-14

4. Scheduling social
   a. Are you most comfortable scheduling content in
      • Hootsuite
      • Natively
      • Sprinklr
      • SBA
**Find it**
Without looking at the internet, Google - anything online - please explain how you would find the city’s best piano tuner.

**Organize this 8-hour day by the hour**
Your resources:
1. An intern for one hour
2. Meet with direct report for guidance on
   - One hour client meeting 10 am
   - One hour meeting with Evans Larson managing editor at 10:30 am to review next month’s content calendar
   - Two hours of social scheduling for three clients
   - Two hours of content creation (media relations and social)
   - Gathering social data for five reports (approx. an hour of time)
   - ½ hour meeting with our VP/Tech and Social re: Facebook beta testing meeting at 3:30
   - Two hours of reading latest styles and trend for fashion and tabletop

**Social Scheduling**
1. Please list four things you would research in order to schedule a post at the optimal local time for engagement and reach.
<table>
<thead>
<tr>
<th>WHAT</th>
<th>USED FOR</th>
<th>WHY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing</td>
<td>Emails, proposals, texts</td>
<td>Shows you can string thoughts together</td>
</tr>
<tr>
<td>Ability to think</td>
<td>Asking questions, knowing how and when to do more than you’re asked</td>
<td>Shows you understand ‘if this, then that’</td>
</tr>
<tr>
<td>Well-spoken</td>
<td>Colleagues, clients, bosses</td>
<td>Shows you can string thoughts together and filter at the same time</td>
</tr>
<tr>
<td>Education</td>
<td>Getting your job/internship</td>
<td>Shows you understand your craft</td>
</tr>
<tr>
<td>On-the-job experience</td>
<td>Getting your job/internship</td>
<td>Shows you understand everything above</td>
</tr>
<tr>
<td>WHAT TO SHOW</td>
<td>WHY</td>
<td></td>
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<tr>
<td>------------------------------</td>
<td>----------------------------------------------------------------------</td>
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<tr>
<td>Diversity/Experiences</td>
<td>Shows an interesting person, willing to try new things, can handle multiple environments and scenarios</td>
<td></td>
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<tr>
<td>Internships</td>
<td>Understand the work environment; experience in your industry; projects to add to your resume and portfolio</td>
<td></td>
</tr>
<tr>
<td>Portfolio of work</td>
<td>Shows you understand your potential job and what it would entail</td>
<td></td>
</tr>
<tr>
<td>Informational Interviews</td>
<td>Practice with owners, professors, people at an internship</td>
<td></td>
</tr>
<tr>
<td>Get a list of questions for your future employer</td>
<td>How long are projects? How many people on a team? How long do people stay here? What does a normal career path look like? What kind of community involvement do you have? Is there travel?</td>
<td></td>
</tr>
</tbody>
</table>
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INTERVIEW TIPS

Your expertise: Explain why I should hire you
1. Skills
2. Responsible
3. How well you know the company and why you’d fit in

The company: Know who you’re talking to
1. Basic facts – years in business, locations
2. Areas of concentration
3. Some key personnel in an area / division you’re interested in

You: Know why you want this job
1. It offers a challenge?
2. You have a passion for this?

Be present
1. How you respond, speak and present yourself tips the scale
QUESTIONS
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COMMUNICATIONS