

#TeamHashtag

A team where youth and dynamism always win!

Welcome to a new world, a world connected to the internet giant. A giant which gives a lot of opportunities for new strategies, but this world has also a few limitations. #Hashtag explores the PR and communication skills which are needed to deal with the Network Society 3.0. Our goal is to give the PR managers a better insight in the online environment and the possibilities and threats which are involved in this dynamic work field. We want to turn them into a smart connector in an international setting: the PR Manager 3.0!

The background of the team is very diverse: from business development to economics and from international business to (interactive) marketing. However, we have one thing in common. We all wanted to learn to see our work field from another and new perspective: PR and communication in the network society. It is our goal to get an understanding of the tools offered by the network society and to get to know the benefits of social networking while being aware of the limitations. That is the reason why we also want to give professionals from another work field also more insight in this. Now, we know the importance and the possibilities of PR in the Network Society 3.0, but we want spread this message throughout the whole company.

PR PROFESSIONALS WILL FEEL UNDERSTOOD AFTER READING #HASHTAG!

As mentioned before, the team is very diverse. Each member has another background and we combined our ideas and knowledge while writing #Hashtag. Thanks to these different backgrounds, we could approach this ebook in an in-depth way to get grip on the Network Society 3.0. A boon to improve your PR and communication strategy!

Now, it is time to go in their world and to get to know them better through their words and their online profile. Because yes, we can explore a lot of things about this people on internet! Please, do not hesitate to follow us on Twitter, because the Network Society 3.0 allows you to increase your own network as well by reading #Hashtag!

@CMVDG

Hello! My name is Christie van der Giesen and I am from Numansdorp, the Netherlands. At the moment I am in my last year of the study International Business and Management. #Hashtag gave me the opportunity to broaden my horizons. I really like to write and this ebook allowed me to develop my creative writing as well as my scientific research skills #thanks! I really appreciate that I have had the chance to gain more knowledge in the field of interactive media, the network society and PR. In my opinion, it is an interesting and really valuable addition to my study. In the near future, I would like to put the learned theory into practise in the field of the PR, marketing and journalism. By the way, I almost forgot... it was nice to meet the fellow authors of #Hashtag. It was really fun and instructive to work with you guys! #thanksagain!

@Thomasvermolen

Hi, I am Thomas Vermolen and I am from Breda, The Netherlands. I am a fourth-year Interactive Marketing and Business Development student at the Avans University of Applied Sciences. I contributed to Hashtag as a minor student interactive communications at the Rotterdam University of Applied Sciences. With the continuous changing online environment this ebook will be a great asset for professionals in the field of marketing and communications, especially the pr managers among them. In the near future you might get to know me as a young professional who focusses on interactive marketing and communications with a big passion for storytelling and new business development. I see the uprise of collaborations between different kinds of brands as a breakthrough in classic marketing and pr to fulfill customers their needs and create new business #BigFan. In my spare time I like to play soccer or basketball, go running, travel #citytrippin, mess with my GoPro camera, go out with my buddies and meet new people.

@Jenae_guy

Bonjour! I am Jeanne Guy and I am from France exactly Toulouse in southern. Please do not make the common mistake, because the culture approach is not the same as the north! #joke I am in fourth-year marketing and business study, but I also make a specialty on politics sciences. I have the pleasure to do an exchange year in Rotterdam to specialize myself in communication. You might think, why did I choose to go abroad? The answer is simple, because of the globalization! Our society is now transformed in network society where everybody have to interact each other and to adapt is own cultural approach to the global approach. Thanks to this point of view I am trying to understand better our global world each day. I am really passionate in the rules of advertising and the influence of PR in public opinion which I hope that it will be my specialty domain later.

@JosineVR

Hey! My name is Josine van Rijn and I am from Leiden, The Netherlands. I am in my fourth-year Commercial Economics at the Rotterdam University of Applied Sciences. Why did I choose to specialize myself in PR and communications? I am quite passionate about PR and its influence on the society. Nowadays the society is changing into a 24/7 online society where everyone is connected with each other and this triggers my curiosity! How does the Network Society influence the consumer, what is the correlation between psychology and the influence of the digital networks on consumer's behaviour and how does it affect the communication within the society? Hopefully we can provide you an insight in our vision about PR and the digital networks. In my spare time I like photography, traveling, having fun with friends and meeting new people. In the future I would like to take a deep dive in the world of digital PR and online and offline brand communities!