

## Peppercomm Twitter Chat Thursday, November 12<sup>th</sup> at 4pm



### Optional Hashtags:

#PeppercommChat, #PepperChat  
#MCSIndustryChat, #IndustryChat, #MCSCareerChat  
**#MCSTwitterChat (going with this one for all Twitter Chats)**

### Questions:

1. Tell us about Peppercomm. What does the agency do?
2. What is the #culture at Peppercomm like?
3. Can you tell us about your #comedy workshops and why you have them?
4. Tell us more about the recruiting process. What is it like for Peppercomm?
5. Is Peppercomm recruiting for any open positions? If so, what are they and do they require a specific major to apply?
6. Can you describe some of the #intern duties at Peppercomm?
7. What advice would you give to students applying for #internships at Peppercomm?
8. What challenges do you see interns face?
9. How can students interested in a career in #PR & #communications break into the industry?
10. What do you recommend that students interested in #PR & #marketing do to get involved & hone their skills?

### Ideas to promote the chat:

- Make a Facebook event and invite fellow College of Media students
- Instagram and Tweet in the week leading up to the chat—share the MCS Instagram on College of Media's and SSC's Facebook pages
- Make table tents for the Comm Library and Student Services Center
- Post announcement on the Digital Boards
- Send event promotion in an email – one week in advance and day of #MCSTwitterChat
- List as an "Engage with Employer" Event on I-Link; include in weekly newsletter
- Record a promo video with Peppercomm; include in all communications
- And, a few videos on their website that might be worth repurposing/pointing to:
  - <https://www.youtube.com/watch?t=1&v=xKd6yQnIYWE>
  - <https://www.youtube.com/watch?t=2&v=t5UIMwFjDYE>

### Event Description:

Join MCS and Peppercomm for a live Twitter Chat using #MCSTwitterChat. Staff from Peppercomm will be on Twitter to discuss the company, its culture, opportunities and more. [Follow @IllinoisMCS on Twitter and tweet your questions to #MCSTwitterChat.](#)

Peppercomm is an award-winning strategic communications and marketing firm with more than 100 employees, headquartered in New York City, with offices in San Francisco and London. Combining the deep insight of established experts with the entrepreneurial spirit of an up-and-comer, fun, independent culture allows employees to excel strategically, think holistically, explore creatively, work nimbly, and continually attract and enlist strategic thinkers from a variety of fields. [Learn more about Peppercomm](#)

Post-Event Info: [Link to Post-Event Storify.](#)