



COLLEGE of
CHARLESTON

SCHOOL OF HUMANITIES AND
SOCIAL SCIENCES

HSS Scholar

Joanne Johnson

MAJOR: COMMUNICATION
MINOR: SPANISH

Educational Highlights: I have been a member of the Honors College throughout my college career. I have had multiple opportunities to study abroad: I participated in a Maymester alternative break in Tegucigalpa, Honduras, and spent a semester studying in Trujillo, Spain. For the past two years, I have participated in the Department of Communication's Mentor-Protégé program, and have been a Public Relations Student Society of America (PRSSA) officer. I have held internships with Darkness to Light, an organization working to end child sexual abuse, which taught me how to integrate what I've learned in my Communication classes into my passion for social justice, and *The Local Palate*, a Southern culinary magazine, which taught me how to refine my voice when writing for different audiences and how to make a delicious black-eyed pea hummus.



Research Focus or Project: This year, I completed a Bachelor's essay with Dr. Ruth-McSwain that examines how nonprofit organizations utilize social media sites. My research involved a content analysis of the top 20 nonprofit organizations on Facebook and Twitter, and was aimed at providing a better understanding of how nonprofits use social media messages to effectively and efficiently mobilize support, facilitate two-way communication with their followers, and create virtual, global communities.

Future Plans: After graduation, I will be moving to Guayaquil, Ecuador, to work with Rostro de Cristo, a nonprofit organization that provides people with opportunities to live, eat, work, play and pray with the people of Ecuador. I will be working with a variety of organizations serving the community's needs, and coordinating short-term volunteer experiences for American retreat groups.

Presented by Jerold L. Hale, Dean of the School of Humanities and Social Sciences, and the Department of Communication at the College of Charleston on the 15th day of May 2015.