



CREATIVE PORTFOLIO





Hi! I'm **LaTasha R. Jones.**

CREATIVE

(Capital "T" in Print!)

joneslata@gmail.com

www.latasharjones.com

Equal parts editor, writer, and creative with 17 years of experience creating professional and goal-oriented content for web, social media, print, video, exhibits, government proposals, and much more



Phone
(910) 568-6209

Address
Fayetteville, NC 28301

EXPERIENCES + EXAMPLES

BLOGGING

- Established and managed the FSU Chesnutt Library blog on [Wordpress](#) and [Tumblr](#) (2012-2016)
 - > Wordpress: [Example 1](#) | [Example 2](#) | [Example 3](#)
 - > Tumblr: [Example 1](#) | [Example 2](#) | [Example 3](#)
- Personal blog:
latasharjones.com/blog

COPYWRITING

- Created short form content for social media channels, websites, blogs, online articles, newsletters, and press releases (examples included above, as well as portfolio and website)
- With HSI and their Blue Ocean Brain brand, wrote and edited original microlessons and articles to include content for web, email, video, student materials, exams, social media, ebooks, blogs, and marketing materials.
- **Experience using:** Adobe Creative Suite: InDesign, Photoshop; Microsoft Office Suite, Google Docs, Canva, Wordpress, InShot, Wix, Chicago Manual of Style, AP Style, Grammarly, Teamwork, Asana, Monday.com, Cricut Design Space, HTML, Document Control and Quality Assurance, Graphic Design, Social Media Management, Instructional Design

SOCIAL MEDIA

- Established and managed the FSU Chesnutt Library social media channels 2012-2016 ([Twitter/X](#), [Instagram](#), [Facebook](#), and [Tumblr](#))
 - > [Created a unique and tailored social media strategy and guideline for Library.](#)
- Managed the FSU Department of English social media from 2016-2022 ([Instagram](#), [Facebook](#), and [Twitter/X](#))
- Established and managed social media channels for my sorority 2012-2018 (approx):
 - > Delta Gamma Sigma Alumnae Chapter: [Instagram](#)
 - > Delta Iota Undergraduate Chapter: [Instagram](#)
- Created and managed the sisters jones collective social media 2010-2022 ([Instagram](#) and [Wordpress](#))

EDUCATIONAL GRAPHICS



LaTasha R. Jones McMillan
LECTURER • DEPARTMENT OF ENGLISH



Follow [#FayStateEnglish](#) • www.uncfsu.edu/english

www.latasharjones.com



OFFICE HOURS:

- Tuesdays + Wednesdays + Thursdays: 2pm – 5:30pm
- Weekends + Other Times by Appointment
- 12-24hr response time (phone and email)

LOCATION:

Butler 363-D
Department of English
College of Arts + Sciences
Fayetteville State University
(e) ljones51@uncfsu.edu
(c) 910.568.6209

Zoom • Google Hangouts • FaceTime • Google Duo



EDUCATION:

- MLS, Library Science, North Carolina Central University (TBD)
- MA, English, East Carolina University
- BA, English, East Carolina University
- BA, Political Science, East Carolina University

ABSTRACT:

- 2 dogs (@fiona_is_a_mess)
- Fayetteville, NC -- Westover High School
- #LupusWarrior | #LivingWithLupus
- Crochet, turtles, and fine-tip markers
- Sushi, pineapples, and gluten-free
- Rick and Morty, The Big Bang Theory, Marvel
- Lucille Clifton and James Baldwin
- #SaveTheOxfordComma
- Sigma Gamma Rho Sorority, Inc.



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PAPER KILLERS

PLAGUE WORDS + PHRASES + HABITS *(to avoid!)*

Mrs. Jones-McMillan

FIND ALTERNATIVES/SYNONYMS • TRY USING (SHIFT + F7)!

AVOID - DO NOT USE:

- For me...
- To me...
- I feel that...
- In my opinion...
- A matter of fact...
- As a matter of fact...
- With that being said...
- We as a society...
- In today's society...
- To be honest...
- A couple different...
- All kinds of...
- Kind of like...
- Back in the day...
- Ever since...
- Many different...
- Certain things...
- Stuff...
- Etc...
- Example being...
- Or something like...
- Basically...
- So like...
- Gonna...
- Lots of...
- All the way 'til/'till...
- In this day and age...
- Things...
- Different things...
- Things like...
- Personally, I think/believe/feel...
- The [author/article] is talking about...

Know the Difference:

- Then vs than
- Accept vs except
- Who vs that
- Led vs lead
- Their/There/They're
- Were/Where/Wear
- Its/It's

Avoid Nonspecific Pronouns:

- He
- She
- They
- It
- Them

Things to Master:

- Comma splices
- Run-on sentences
- Fragmented and incomplete sentences
- Subject/verb disagreement
- Shifts in tense
- Unparallel lists

GRAMMARLY.COM
(Your BFF!)



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**ENGL341: ADVANCED
COMPOSITION**

THEME: MASS INCARCERATION IN THE U.S.

	SSI INTERCESSION	
MONDAY - FRIDAY 9AM - 1PM	BUTLER 342 5/17 - 6/2	
GUEST SPEAKERS	Come join us for invigorating discussions	FILMS
CONTACT DR. TRELA ANDERSON TANDERSON@UNCFSU.EDU		


FAYETTEVILLE
STATE UNIVERSITY

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ENGL341-D1: ADVANCED RESEARCH AND ARGUMENTATION

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Department of English:
Literature, Teaching,
Pre-Law, and Creative &
Professional Writing

We will study the acclaimed anthology Well-Read Black Girl (2018), with a focus on written analysis and researched argumentation.

This course will also focus on recursive rhetorical strategies, sentence combining, editing, logic and persuasion, diction, usage, and research methods.

Topics include, but are not limited to:
Black Feminism • Black Girlhood + Friendship
Science Fiction + Fantasy Books • Poetry •
Plays • Classic Novels

(All Essays Were Written by Black Women)

LATASHA R. JONES-MCMILLAN | LJONES51@UNCFSU.EDU

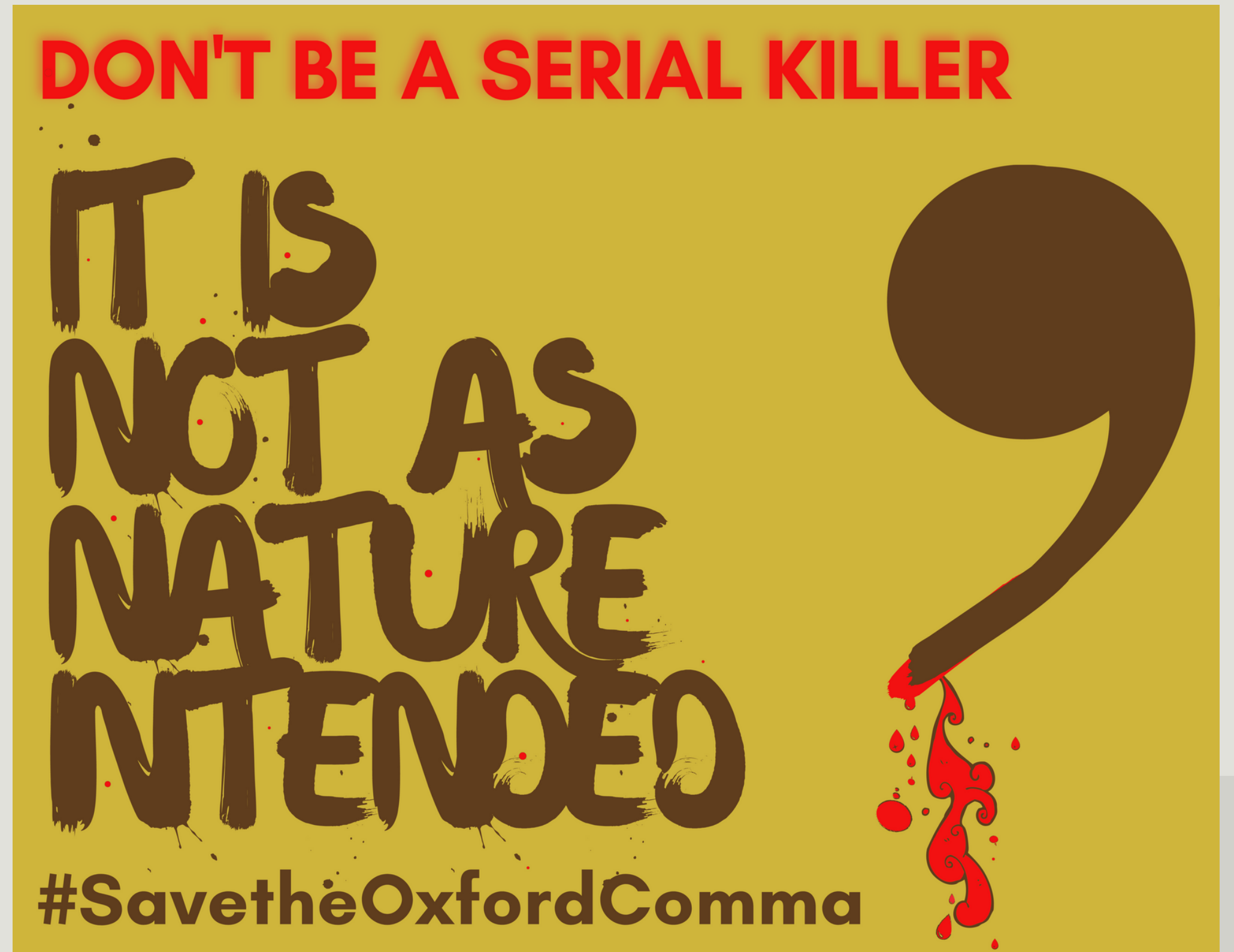
Fall 2021 ••• #FayStateWRBG

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**PEOPLE IN THIS
HOUSE HAVE WEAK
IMMUNE SYSTEMS!**

*Those who are **immunocompromised** are more likely to contract coronavirus (COVID-19) and are more likely to suffer life-threatening complications if they become ill with it.*

*Because of this, we are **still** self-isolating and practicing social distancing as preventative measures.*

Thank you for your understanding.



Please leave all packages on the porch!

WE TRULY APPRECIATE YOU!



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SOCIAL MEDIA

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Library Mission

The mission of the Charles Waddell Chesnutt Library is to support the University in its educational, research and cultural endeavors through careful selection, acquisition, organization, and interpretation of information resources. The library is committed to promoting the use of information resources by collaborating with faculty in developing information literate students who become life-long learners. In addition, the Chesnutt Library assumes its special role as a major cultural resource for the Fayetteville State University and the Southeastern region of North Carolina.

Purpose

Social media is defined as any web application, web site, or web account created and/or maintained by Chesnutt Library, which facilitates an environment for library staff and library users to share opinions and information about library-related subjects, events, or issues. Social media give staff and public a convenient way to interact and share information, ideas, and opinions on a range of topics related to the library's mission, collections, and services.

Chesnutt Library is committed to effectively using current forms of social media. We believe that by actively participating in social media, we are more accessible to our users. Our social media presence aims to publicize library services, materials, and events and creates means for users to provide feedback and seek assistance.

These guidelines govern internal and public use of social media tools for any purpose, as well as regulate Chesnutt Library's participation in online venues and social media. Chesnutt Library uses social media platforms to communicate effectively using channels favored by the Fayetteville State University community. These guidelines are for staff, faculty, and students intending to engage in Chesnutt Library branded social media activities. These guidelines provide general rules to ensure consistency, as well as define acceptable use parameters of social media for all users and administrators of Chesnutt Library.

Scope

These guidelines apply to all staff, faculty, students, and patrons, whether registered with Chesnutt Library or not.

Goals + Objectives

The primary goals are to:

1. create awareness and
2. to invite conversation that specifically relates to Chesnutt Library, libraries, information literacy, and higher education matters.

The objectives of Chesnutt Library social media are to:

- promote Chesnutt Library, its holdings, events, and services and resources;
- establish Chesnutt Library as a major cultural resource for the Fayetteville State University and the Southeastern region of North Carolina;
- increase visibility and strengthen the public image of Charles W. Chesnutt Library;
- engage former, current, and potential users and donors;
- engage other institutions and collections;
- highlight collection holdings and exhibits; and
- serve as a public relations tool and be part of the overall Chesnutt Library marketing strategy.

Strategy + Guidelines

Chesnutt Library regards online social media in the same way as its other information resources and communications. These guidelines are not intended to replace other Library or University guidelines or policies; but, rather, to supplement those guidelines.

Maintenance of a social media account requires generating interesting, engaging, and useful content relevant to Chesnutt Library and the FSU campus, posting this content regularly, and responding to questions and/or comments both directly addressed to Chesnutt Library and mentioned by social media users in the community.

General guidelines for effectiveness:

Add value. Social media posts should directly relate to the above goals. The best content relates to Chesnutt Library and its mission to support the University in its educational, research and cultural endeavors. You can reflect Chesnutt Library's purpose using appropriate humor, photos, facts, and current events. When posting, be sure to link your postings with Chesnutt-specific content.

Be consistent. New updates should be posted to all relevant accounts.

Optimize content. Each social media site has its own language and feel; posted content should be catered to that platform's strength (i.e. pictures on Facebook, hashtags on Twitter and Instagram).

Be mindful and aware. What you post to the social media accounts directly reflects on Chesnutt Library and FSU. What you are posting is representing Chesnutt Library—it is both public and permanent.

Use discretion. Following people and organizations is a great way to start a dialogue. However, Chesnutt Library social media accounts should follow only 1) recognized FSU groups/organizations or 2) accounts that either relate to FSU (students, faculty, and staff) and education, or will garner goodwill (i.e. local government officials, community groups, etc.).

Quality matters. Post interesting things that the university community will care about. Proofread, and if you have questions about the content, ask before you post.

Use good judgment. You are encouraged to engage members of the University and greater community, but use common sense to determine what is appropriate. Don't do or say anything you wouldn't do or say at work.

Content + Restrictions

1. Do not post content that might be embarrassing to an individual or that might reflect negatively on an individual or that reflects negatively on Chesnutt Library.
2. Do not post content unless it furthers Chesnutt Library's educational, research, and cultural endeavors.
3. Share only information that is appropriate for the general public and suitable for all ages. Do not post pornography or sexually explicit content.
4. Do not post detailed policy or procedure information (e.g. admission criteria). If necessary, social media can direct users to the official Web sites for this information.
5. Do not upload, post, transmit, share, store or otherwise make publicly available:
 - personally identifiable information, including information relating to students, faculty, staff, patients or any individual not affiliated with Chesnutt Library, unless you have express permission from the person being identified;
 - private information, including but not limited to social security numbers, student IDs, Banner IDs, addresses, or phone numbers (other than authorized business contact information);
 - content that could create a security risk for Chesnutt Library, including but not limited to images of child-care facilities, restricted-access research areas and information technology facilities;
 - content depicting a dangerous activity;
 - content depicting someone getting hurt, attacked or humiliated, or which might be considered discriminatory, racist, bigoted or demeaning, or which depicts activity that is, or may be perceived, to be illegal (e.g. drug use), or content that otherwise misrepresents Chesnutt Library;

- content that might cause someone to believe that his/her name, image, likeness or other identifying aspect of his/her identity is being used for commercial purposes without permission;
- copyrighted pictures or photos. Chesnutt Library must secure written permission prior to using/incorporating any copyrighted or proprietary materials.

Planning:

Social media should be updated frequently. Depending on the platform, some media are updated more frequently than others. Inactive accounts could provide patrons with a negative impression.

Posts

Use the following guidelines when posting content to social media:

- Posts should be written in first person plural (unless indicated) to indicate Chesnutt Library as a whole.
- Each posting is a reflection on Chesnutt Library. No inflammatory, degrading, defaming, racist, politically-leaning, etc. language should ever be used. Be sure that posts do not alienate readers. Consider how each interaction could be interpreted and adjust accordingly.
- Social media should provide a sense of community where people feel comfortable asking questions, posting content (where applicable), and connecting with Chesnutt Library. Posts by staff should be friendly, positive, and engaging.
- Be sure to protect confidential and proprietary information.
- Social media is work, so balance the time spent on it with other required tasks. There is immediacy with social media, both in creating timely content and in responding to readers. Encourage conversation and follow up with readers' questions and comments. Incorporate into day-to-day schedule, as needed.
- Be aware of patron demographics (patron sex, age, location, etc.) and peak activity time for each medium and determine the best days/times to post.
- If patrons ask reference questions via social media, treat those questions as reference. Make sure questions are answered in a timely fashion. Sometimes the correct place to answer a patron question is via email, especially if the question contains personal or sensitive information.

Evaluation:

Most social media provides analytics, which tell us what sort of posts users interact with and enjoy. Chesnutt Library also uses HootSuite to monitor the engagement of any links posted on social media.

Analytics should be shared with staff (and possibly patrons). Others may have ideas about posts that can help influence numbers. It is important that analytics are as uniform as possible and accurately convey usage when translated into monthly reports. Data should be gathered and evaluated at least once a semester. This data should be actionable and should work for Chesnutt Library. If not, there may be the need to reassess what it is that should be tracked.

Rights + Responsibilities of the Library

In order to ensure a consistent and professional image, Chesnutt Library reserves the right to deny or remove any content that violates the law, the rights of any third party, or library policies. Chesnutt Library's social media sites serve as "limited public forums." Chesnutt Library sets rules for use of its online venues and social media sites, just as it does for use of its other resources and communications. Comments/posts will be moderated for content and relevancy. Chesnutt Library is not responsible for the content on the pages of friends, fans, or followers of the library. Chesnutt Library does not endorse or review content of third-party sites.

Chesnutt Library is not responsible or liable for content posted by subscribers or third parties in comment sections, forums, message boards, or other social networking sites. Users who subscribe to external social networking sites (such as Facebook) do so at their own risk and responsibility for sharing personally identifying information through those sites.

Responding to Negative Comments

- Be responsive and professional to all criticisms
- Attempt to address issues whenever possible in a timely manner, even if just to say "we are aware of the problem."

- Deliver all concerns/complaints to the appropriate library staff

Chesnutt Library will not post:

- Items or comments that are obscene, racist, derogatory, or similarly objectionable in their content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Plagiarized or copyrighted material
- Commercial promotions or spam

So while we encourage you to express yourself, share, or debate, we also expect you to do so with respect, civility and common courtesy. If these rules are not followed, we reserve the right to delete anything objectionable.

User Responsibilities + Use Restrictions

Users of all ages have the responsibility to protect their privacy and should not post personally identifying information, such as last name, school, age, phone number or address. Chesnutt Library does not act in place of, or in the absence of, a parent/guardian. Comments on social networking sites are open to all, but are moderated by Chesnutt Library staff. Comments should be relevant to the specific post they are attached to. Spam, flaming, personal attacks, and off-topic comments are not permitted. Chesnutt Library reserves the right to remove any comment or disable all comments if necessary.

Users may not post content, which includes but is not limited to comments, tags, and images that impinge on another's privacy or that may be considered objectionable or inflammatory. Violations include, but are not limited to:

- off-topic and/or disruptive posts
- commercial promotions or spam
- duplicated posts from the same individual
- threatening language and personal attacks
- private, personal information published without consent
- obscene or libelous content
- copyright infringement/plagiarized material
- political advocacy
- posts that violate laws or library policies

Consent + Usage Guidelines

Only users who have shown consent to receive communication via social networking sites by "liking," "friending," creating an alert to new content, leaving a comment, or otherwise initiating communication will be contacted by the Library through that site.

Express permission (i.e. a release) must be obtained from individuals whose images are identifiable. Assistance with releases, or answers to questions about exceptions to the requirement for a release, can be obtained from the Director of Communications. **A standard release form is available.** FSU students, faculty, and staff assume permission by allowing their photo to be taken. With a formal request, we will remove any unwanted photos, attributed posts, tags, etc.

Disclaimer

Chesnutt Library will periodically evaluate the role and utility of its online venues and social media, which may be terminated at any time.

Facebook, Instagram, LibGuides, Pinterest, Tumblr, Twitter, WordPress, YouTube		
<p>Monday</p>	<ul style="list-style-type: none"> Hours for week Write/finish blog post 	<ul style="list-style-type: none"> Read, reblog, like content (on all platforms)
<p>Tuesday</p>	<ul style="list-style-type: none"> Publish blog <ul style="list-style-type: none"> posts or scheduled to be posted by 12noon 	<ul style="list-style-type: none"> Use appropriate and recurring tags and categories Handle comments in a timely manner (allow to be posted, removed, or respond back to)
<p>Wednesday</p>	<ul style="list-style-type: none"> #WordlessWednesday 	
<p>Thursday</p>	<ul style="list-style-type: none"> #ThrowbackThursday 	<ul style="list-style-type: none"> Charles Chesnutt related <ul style="list-style-type: none"> includes photos, books, quotes, material from Archives and Special Collections) Yearbooks, newspapers, reunions, any other time and event-relevant "throwbacks"
<p>Friday</p>	<ul style="list-style-type: none"> #InsideChesnuttLibrary 	<p>Social Media Roundup:</p> <ul style="list-style-type: none"> Pin #ChesnuttLibrary posts from the week Look for location tags (instagram, facebook, twitter, pinterest), and repost/like Search for #ChesnuttLibrary, #InsideChesnuttLibrary, Charles Chesnutt, Charles W. Chesnutt, Chesnutt Library, and repost/like as appropriate Instagram Roundup: <ul style="list-style-type: none"> This week on Instagram → blog post on WP and/or Tumblr
<p>Saturday + Sunday</p>	<ul style="list-style-type: none"> Schedule tweet/content 	<ul style="list-style-type: none"> Hours, chat services, etc.

Ongoing Post Topics:

- There's an App for That
- New Books
- Services + Resources
- Databases
- Tools (free, apps)
- LibGuides
- LibrarianBlogs
- #WordlessWednesday
- #ThrowbackThursday
- #InsideChesnuttLibrary
- Changes in hours
- Seasonal Topics
 - New Years; monthly holidays/observances; homecoming; graduation; staff awards; conferences

Photo, Video, Editing Apps:

- PicLab
- Moldiv
- VSCOcam
- RepostWhiz
- Flipagram
- #nocrop
- Sizelt
- Instagrab
- Pixels to Inches (website)

Institutional Identity
Primary + Secondary Colors

0067b1 0, 103, 177
b0b7bc 176, 183, 188
ffc425 255, 196, 37
00a94f 0, 169, 79
5f6062 95, 96, 98

Image Dimensions (pixels + inches)

Scheduling Posts:

- 8am
- 11am
- 12noon(blogs on Tuesday)
- 2pm
- 5pm

Hashtags (recurring):

- #ChesnuttLibrary
- #InsideChesnuttLibrary
- #FayettevilleInfoLit
- #FayState
- #FSUBroncos
- #BroncoPride
- #ChesnuttArchives
- #ChesnuttReference
- #ChesnuttGovDocs
- #ChesnuttLibrarianBlogs
- #AcademicLibrary
- #Library
- #LibraryShelfies | #Shelfie
- #LibraryDisplays
- #ThrowbackThursday
- #WordlessWednesday

✓ Always tag/mention/add people and organizations to posts, as appropriate. This includes students, faculty, staff, other libraries, local entities, etc.

Current Social Media Used (individual platform guidelines)

<http://library.uncfsu.edu/social-media>

Log in to the **HootSuite account** to access the major social media outlets at once. HootSuite allows you to schedule posts and create content across different platforms. All authorized users have permission to edit, postpone, or remove scheduled posts as needed. You can also use **TweetDeck**.

Facebook: Schedule at least 1-2 posts per week. Facebook posts automatically feed to Twitter, so duplicate content should be scheduled for a different day. Concentrate the message in the first 140 characters of post. Respond to any messages or comments as soon as possible.

Twitter: Schedule tweets for hours and changes, blog posts, events, and any other fixed happenings. Tweet at least two or three times each week to keep conversation current. These items can be more casual. Respond to any direct messages or mentions as soon as possible. The Library is encouraged to retweet relevant content from official campus accounts.

Pinterest: Primary use should include specific collection/thematic highlights, follow-up resources for instruction sessions, information about building projects/library spaces, library displays (new and old), and library and education memes.

Wordpress: Post spotlights for new services/events/etc as needed. Recurring posts include WordlessWednesday, ThrowbackThursday, Technology Trends, staff awards/recognitions, changes in hours/holiday/etc.

Instagram: Highlight posts made on blogs; connect with/tag other FSU departments and student groups; respond to any direct messages, mentions, and comments as soon as possible.

Tumblr: Primary use should include specific Archives and Special Collections, and connecting with other library special collections and archives. Also includes cross-posting from other platforms.

Connect with Chesnutt Library Tags: #brncoprider, #chesnutlibrary, #faystate, #fsubroncos, #insidechesnutlibrary, charles w . chesnutt library, chesnutt library, fayetteville state university, library social media, library social networking, social media, social networking

Chesnutt Library social media platforms

Last Updated: May 20, 2014 URL: <http://libguides.uncfsu.edu/socialmedia> [Print Guide](#) [RSS Updates](#)

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#ChesnuttLibrary





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LATEST NEWS, PRESS RELEASES

Sigma Gamma Rho Sorority, Inc. Holds First Annual Mr. RHOMeo Pageant in Seabrook

by [Public Relations](#) • November 19, 2013 • Comments Off

On November 16th, 2013, the Delta Iota Chapter of Sigma Gamma Rho Sorority, Inc. hosted its First Annual Mr. RHOMeo Scholarship Pageant in Seabrook Auditorium on the campus of Fayetteville State University. The pageant was the culminating event of the Delta Iota Chapter's 2013 Founders Week and proved to be a great success.

The primary function of the Mr. RHOMeo Pageant is to find a young man who exhibits virtue, poise, and perseverance, and someone who is able to represent the chapter in a positive way. This pageant embodied the Delta Iota's Chapter's efforts to provide the young men of Fayetteville State with an awareness of the social, political, and educational demands of today's society. Over the course of several weeks, the contestants were coached on stage presence, interviewing skills, setting-appropriate attire, and many other areas.

Six young men vied for the title of (the first) Mr. RHOMeo. The following details are the results of the competition:

#ChesnutArchives:
Rudolph Jones
Scrapbooks Now
Digitized and
Viewable via
DigitalNC
(5.30.2014)
Poet Maya Angelou
Dies at Age 86,
Selected
#ChesnutLibrary
Book List (5.28.2014)
Top Twitter Hashtags
for Librarians



Leemarvin Stille, Mr. RHOmeo (1st Place)
William Mobley, Mr. 1922 (2nd Place)
Adam Baker, Mr. Blue & Gold (3rd Place)
Danny Wooten, Evelyn Taylor Interview Award (Best
Overall Interview)
Giovanni Solorzano, Viewers' Choice
Leemarvin Stille, King Greasey Entertainment
Talent Award (Best Overall Talent)

The pageant was well-orchestrated and under the
direction of FSU student, Darius Willis (King
Greasey Entertainment). The Mister and Mistress
of Ceremonies were Shamar Farley and Dara
Colón. The Delta Iota Chapter wishes to thank all of
the contestants for their time, commitment, and

willingness to produce a quality pageant.

Photos from the event can be viewed on [Bronco Advantage](#), [Facebook](#), and [Instagram](#).

Organized on November 12, 1922 in Indianapolis, Indiana at Butler University by seven school teachers, the sorority was founded on and continues to be steadfastly committed to the tenets of excellence in Scholarship, Sisterhood and Service. Sigma Gamma Rho has a proud legacy of providing positive and proactive community leadership and support when and wherever needed as indicated by the sorority's international slogan, "Greater Service, Greater Progress."

Contact:

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LaTasha R. Jones, Advisor
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 FSU BRANCOS
NEWS

General News.
Summer Sports
Camps
Cross Country.
Edward McLean
Marks 20th
Consecutive Year as
CIAA's Jeanette E.
Lee Award Recipient
Bronco Athletics
Fund. Edward
McLean Marks 20th
Consecutive Year in

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INSTRUCTION

(+ video editing)



www.latasharjones.com

YouTube Search

ENGL346
Creative Writing Workshop

Welcome + Overview
LaTasha R. Jones-McMillan

0:00 / 18:22

ENGL346: Welcome and Overview

Unlisted