



JANETTE MARTINEZ

Undergraduate Mentorship Program
BRI Communications
El Paso, TX

STUDENT PROFILE

Janette Martinez is a freshman at Sul Ross State University, enrolled in the Animal Science (Pre-Vet) program. Her personal interests include animals, which is why she chose to become a veterinarian. She wants to help animals on a daily basis with their health, annual shots, checkups, etc. Animals are important to her and she wants animals to be happy and enjoy their lives. Janette also likes K-pop music because it inspires her to be a better person and makes her days more enjoyable. She collects K-pop band albums and pictures.

PROJECT PROFILE

Janette's project consists of creating content for the BRI social media accounts (Facebook and Instagram) and reviewing the data to see what posts are or are not engaging for people. She also follows a content calendar to help create posts and hashtags each week. She meets every week with her advisor to discuss the progress of the project. At the end of every month, she and her advisor review the social media data and make any needed adjustments. In particular, they examine the number of BRI page likes and follows, and how often people comment, like, and share the BRI social media profiles. She also contributes content ideas that will help increase BRI's engagement.

