



SARAH JOHNSTON PUBLIC RELATIONS

Hello Ohio DECA, I am Sarah Johnston, your Public Relations Representative. My main responsibility is to manage our social media pages, which I will be using to work towards my membership goals. So, if you're reading this and you don't follow Ohio DECA on Instagram, open your phone, go to Instagram, search up Ohio DECA, and hit the follow button.

My plan for Ohio DECA's public relations is to start small to scale large, to show real faces with real voices, and to create a consistently uplifting image for Ohio DECA. For DECA members, a consistently uplifting image means highlighting real members and their accomplishments, no matter the size. This looks like shout-outs that recognize effort, growth, and progress, helping members feel seen and valued. During DECA Month, I would love to implement DECA takeovers, where real faces with real voices are showcased; this would look like allowing members to submit content from their own chapters that can be shared on the Ohio DECA page, so students see themselves reflected at the state level. If this interests you or your chapter, check out Ohio DECA's LinkTree located in our bio and fill out the Google form.

Small acts can have a large impact, whether that is sharing a comeback story, posting real DECA moments, or encouraging students to reach out to our account when they are looking for advice. One post and one response can change a member's connection and confidence in Ohio DECA.

Now, a little about me and my DECA story. I started DECA my Sophomore year of high school. I was doing it just to be around friends but DECA quickly transformed my life. I began to see what the real world of business looked like and how creative business can be. I have made memories and friendships that will last me a lifetime. I am now a Senior and want to major in either Marketing or Public Relations in college. I play soccer, run cross country and track, and serve not just as my chapter's president but as our Senior class President as well.

I am grateful to serve every member, advisor, and professional in Ohio DECA. I look forward to making personal connections throughout my time as a State officer. The easiest way to contact me for any and all needs is through my DECA email sjohnston@ohiodeca.org or through DMing the Ohio DECA account.

*Sarah Johnston
Public Relations Rep.
Team 83*