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**“...I DON'T ALWAYS THINK YOU NEED TO BE LOUD AND STRONG. JUST BEING CONSISTENT IS ENOUGH.”**

- Professor Jessica Hoffman

## NEW FACULTY INTERVIEW

I had the pleasure of interviewing Professor Jessica Hoffman, the Associate Director of the Social Media Listening Center and a lecturer in the Department of Communication at Clemson University. She is currently pursuing her Ph.D. in Strategic Communication and specializes in social media analytics.

In this interview, Professor Hoffman shares her reasons for choosing to work at Clemson University, her experiences as a lecturer, and her interests outside of work. Finally, she offers valuable advice for all students.

### Q & A

#### Q1: Where are you from?

“I am from all over. I grew up in Southern California and then moved to North Carolina when I got to college. I really wanted to be somewhere warmer, so I actually moved down to Florida.”

#### Q2: From which institutions did you receive your degrees? BD/MD/PHD?

“I did my Bachelors at Flagler College in St. Augustine, and I got a degree in Strategic Communications and then moved on to the University of North Florida, where I received my Master’s in Communication Management with a focus in nonprofit management.

I finally moved down to Orlando for a little bit. I am still actually a PhD candidate for the University of Central Florida, where I am working towards a degree in Strategic communications with a focus on risk communication.”



#### Q3: What made you choose to work at Clemson University?

“I love how student centered every single aspect of this university feels. For me, I didn’t really know what I wanted to do with a PhD or with anything. I felt so young going into the job field.

But I felt any space that recognized the value in others I wanted to be there, and that’s how I felt Clemson really showed themselves towards their students, peers, faculty, and community. I just wanted to buy into that.”





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**Q4: What is your role in the communications department?**

“I am currently a lecturer...and I am also the associate director of the Social Media Listening Center.”

**Q5: What subject matter are you teaching?**

“I teach two sections of the Social Media Analytics class...I work with my students for them to get real in person work with clients. They run social media listening projects, one with Chick-fil-a right now, and the other one with Biltmore. In the social media listening center, we also have interns that work with companies as well.

It's just a great way for our students to get exposure to different companies while feeling safe and secure. It's a way that takes a lot of pressure off of them. Because they are students and we can kind of facilitate that relationship that they are building. But also we can show the strengths and how cool Clemson students are.”

**Q6: What is one aspect you love about working in academics?**

“I love the research side of it. I love learning about things and asking questions. I love the growing aspect. I think academia is so cool because it's always growing, especially in social media. What you teach one year, you won't teach the next. The conversations always get so interesting and I love that.”

**Q7: What do you like to do for fun outside of work?**

“I love to be outside. I love to bake, cook, hike and canoe. I love going to music festivals and just being with my friends. I also love to read. I just like to be very separate from academia and not in a bad way, but I think it's great to be a whole person. I believe that makes me a better professor.”

**Q8: If you could be any color, what would you be and why?**

“I would be the color purple, because I think it's such a strong color. I think it's, you know, seen as a color of royalty, seen as the color of power, but it's not intimidating. I think it would be very humble and I think it'd be very comforting. I think that's important.

I don't always think you need to be loud and strong. I think just being consistent is enough, and that's something I would want to be. I think purple kind of represents that.”

**Q9: What is one piece of advice you would tell any student?**

“Be nice to yourself. Life is hard, school is hard, find those people to be in your corner. If I have seen anything, it's that Clemson faculty care about their students. Find that faculty member that will help you.

You don't need to carry all the weight by yourself, we all understand you are dealing with a lot, so however we can support you, let us. But most importantly, be nice to yourself because you only have one life, and you're only this age one time. Enjoy everything.”

