



Hannah Franklin, '17
Social Media Specialist,
Gaither Music Group

One of Hannah Franklin's dreams was to move to Nashville and work in the music industry. A year ago, the 2017 public relations graduate achieved that career milestone when she started as a social media specialist for Gaither Music Group. Franklin recently shared about what she does in that role, how her time in Gaylord College set her up for the future, and more.

What is your favorite memory from your time at Gaylord College?

I don't have one specific memory, but I love remembering all the friends I made during my time in Gaylord and now seeing all those friends flourish in various industries and cities. It's really inspiring to see where we all started and where we are now!

Do you have a favorite faculty/staff member in the program?

I LOVE LEE REYNOLDS! Lee had such a huge impact on my time during and after Gaylord, and she'll always hold a

What do you consider to be the most significant moments of your career so far?

Every part of my career so far holds extreme value to me, and I can see how each part, minor and major, have shaped me into the employee I am today. I knew when I moved to Nashville with a job in the music industry, that would be the big break for me. Everything I do from here on out will be because of Gaither Music Group taking a chance on me, a person from Oklahoma with zero experience in the industry. However, my time at Top of the World taught me how to be resourceful, create meaningful content and learn how to stay on top of the constantly-changing world of social media, and I've learned those skills are invaluable to any industry.

How did your time at OU prepare you for your future career?

Gaylord College taught me how to network, network, network. Growing up

special place in my heart!

How did your career path lead you to Gaither Music Group?

I started out at Top of the World, a collegiate headwear and apparel company in Norman, right after college. I gained so many skills in such a short amount of time, which prepared me for the job I have now at Gaither Music Group. Oddly enough, I found my current job - social media specialist - in a Facebook group of all places! I had zero experience in the music industry and was really just looking for a job that got me to Nashville, but now looking at the job I have, I can't imagine myself in any other industry. God truly does have better plans than I do!

Describe your role at Gaither Music Group.

I'm a social media specialist for Gaither Music Group which consists of two music labels: Gaither Music and Green Hill Music. My job is to schedule, ideate and create content for our social platforms. I also send out weekly e-newsletters and assist in communication with our artists and other artists, TV networks and organizations we team up with for various projects.

in a small town, you learn how to talk to people because that's just what everyone does. When I got to Gaylord, I already had that ability to talk to strangers (in a non-creepy way), but Gaylord taught me how to make those conversations matter and turn into connections. Gaylord taught me the importance of the follow-up and staying in touch with those connections in an authentic, genuine way. Now living in a town where connections are king, I'm so thankful for my time at Gaylord.

What advice would you give to current students aspiring to a career in mass communication?

If you have even the slightest curiosity about a career in communication, DO IT! This degree is vital in every single industry, so if you're tired of one industry, go to the next! It's a field where things are constantly changing and updating, so I feel like you never stop learning.

What do you do for fun outside of work?

I spend a lot of time with friends! Usually over a meal at our go-to restaurants or taking walks at our favorite parks around Nashville.



OU Gaylord College of Journalism & Mass Communication
(405) 325-2721 | gaylordalumni@ou.edu | <http://www.ou.edu/gaylord/jaymac>
395 W. Lindsey Room 3000, Norman, OK 73019

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