

# Sarah Evans

Chief Evangelist at Sevans Strategy

Las Vegas, NV, US

Social Correspondent, Professional Speaker at Sevans Strategy, Blogger at Sarah's Faves and Chief Evangelist at @Tracky

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## Description

Sarah is a full-time social correspondent, live web show host and owner of Sevans Strategy a new media consultancy. She is also the Chief Evangelist at Tracky ([www.tracky.com](http://www.tracky.com)), an open social collaboration platform--based in Las Vegas, Nevada.

It's Sarah's personal mission "to engage and employ the use of emerging technologies in all communication" that connects her with a rapidly growing online and IRL community.

A self-described "social media freak," Sarah initiated and moderates #journchat, the very first weekly live chat between PR professionals, journalists and bloggers on Twitter.

She shares her social media and tech favorites on Sarah's Faves ([sarahsfav.es](http://sarahsfav.es)) as well as a daily resource for PR professionals called #Commentz.

Sarah previously worked with a local crisis center to raise more than \$161,000 via social media and is a team member of the Guinness Book World Record holding #beatcancer.

She can be seen in the February 2010 edition of Vanity Fair's America's Tweethearts, Forbes' 14 Power Women to Follow on Twitter and Entrepreneur's Top 10 Hot Startups of 2010.

Specialties: public relations, communications, online communities, non-profit, social good, fashion, celebrity, interview, technology, social media, social network, blogging, gtd, collaboration

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## Availability

Keynote, Moderator, Panelist, Host/MC, Author Appearance, Corporate Training

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## Industry Expertise

Public Relations and Communications, Media - Online, Education/Learning

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## Topics

Social Media, Communications, Social Correspondent, Journalism, Content Marketing, Content Curation, Digital Lifestyle, Entrepreneur, Newsroom Training

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## Affiliations

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## Sample Talks

### **Social Media Engagement for Businesses and Corporate Brands**

Emerging media centers around two-way communication; it's not another advertising alternative or push marketing tactic. Businesses can't just sign up for a Facebook or Twitter account, post items/status updates and talk to their audiences. They have to listen, learn how to engage and become part of the conversation. This presentation teaches businesses how to build relationships with customers and influencers using social media, how to strategize a social media plan and which tools to use, how

### **Reconstructing Crisis Communications in the Digital Age**

From the BP Oil Spill to the Tiger Woods scandal, when crisis happens, it's not only important to monitor and respond to traditional media, stakeholders and constituents, but it's also a necessity to follow along and respond to online conversations, as they will continue with or without you. The presentation educates on the importance of having a social media crisis communications plan in place beforehand and how to create, how to monitor and steps to take when responding to crisis via social

### **Social Media 101 Boot Camp**

Looking to get your foot in the door of social media and for a better understanding of how to use the tools available to you? This full-day boot camp presentation incorporates exercises and activities applicable to your clients or profession so that attendees leave with social media goals, ideas for social media workflow, outline of social media tactics and a better idea of what social media is and how it can be used.

### **How to Make Your Brand Stand Out Online**

It's a busy world online and everyone is competing for attention. One out of every three online Americans update their social media statuses at least once a week. So how do you stand out or make an impression? Sarah guides attendees through this process sharing anecdotes on how to use social technology to listen and tap into media relations and online conversation, blogging to leverage expertise, becoming a super-user and how this can benefit your bottom line, build business, connect with peers

### **PR & Tapping into the Evolution of Social Journalism**

The news release is dead or is it? Traditionally, "pitching" meant sending a news release, making a follow up call and taking a journalist out to lunch or drinks to build a relationship. However, the rise of social media brings connecting to an entirely different level. No longer are we "pitching" the media we're connecting directly to consumers and influencers and discovering alternative strategies to build meaningful relationships with these audiences. This presentation teaches how to locat

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## Past Talks

### **Keynote**

PubCon

### **Toddlers and Technology**

SXSW

**The evolution of PR**  
PRSA T3 National Conference

**Social PR (KEYNOTE)**  
PRSA Travel and Tourism Conference

**The message and the messenger (Panel)**  
SXSW

**PR Next Practices (KEYNOTE)**  
PR News Digital PR Summit

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## **Education**

**Millikin University**  
B.A. Communications & Public Relations

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