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Making an impression online

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Being visual and social is what Melissa DiVetri does well.

In Petoskey less than two weeks, she has already become popular at events such as the Downtown Gallery Walk and the Bay Harbor Vintage Car show. There, she took pictures, shot video and promoted her presence as a member of the Petoskey News-Review, using social media platforms such as Vine, Instagram and Facebook.

Those platforms allow her to augment our strong coverage at the events while chatting up more than a few people about the News-Review.

What does she do better? Social media and everything that encompasses the business that is growing faster by the month, week and day.

DiVetri has interned at the Petoskey News-Review, the Phone Guide and Simple Digital only since June 10, quickly developing a road map for online expansion and promotion. That's not surprising to anyone working with her -- myself included -- who saw her resume, along with her education and internship history.

The Jackson native is finishing up her bachelor's degree at Ferris State University. She has interned at Mazda in Orange County, Calif., Detroit Digital Advertising and Spry Sign and Graphics in Spring Arbor over the past few years. The most recent before coming to Northern Michigan was for the Detroit Electronic Music Festival, meshing a love of electronic music with exploding online promotion.

So why do this?

"It's always changing ... the technology," said DiVetri, who majors in printing management/new media management at FSU and is set to start pursuing a master's degree in business. "It's overlapping itself at some points, but I won't be sitting six months down the road doing the same job. You have to learn the software, stay up to date and even three steps ahead of the other person. You've got to know your stuff."

She clearly does, examining the PNR's online and social media platform before even coming to Petoskey. And seeing potential she wanted to access, develop and grow with leadership the at PNR and Schurz Communications.

Along the way, she and her mini-Pinscher/Chihuahua mix CoCo ("she has more likes on Facebook than me"), have moved into housing at North Central Michigan Collegex, been touring the region and enjoying the departure from southern California and metro Detroit.

"It's kinda relaxed here. It's very far away from metro, the city in general," Melissa stated. "I knew I could provide a lot of value because the company I'm working under owned a lot of publications. I'm not going to be doing the same thing, I'm going to be hustling around to a few different departments."

By the way, Melissa is also a talented artist, taking courses at Kendall College of Art and Design in Grand Rapids. So don't be surprised if you see her set up in Pennsylvania Park or another scenic locale, splashing colors across an actual canvas and not just a digital one.

Her goals are simple -- Seeing her efforts and contributions extend beyond mid-August.

"I want a digital footprint here," Melissa stated. "I want to propose a digital plan and I want to ignite it, not just make something and 40 or 50 days later -- when I'm out of here -- and it's not being used. I can bring a lot to the table."

Zac Britton is the digital editor at the Petoskey News-Review. He welcomes your suggestions for the New-Review's online platforms, his weekly columns and can be reached at (231) 439-9398 or zbritton@petoskeynews.com.

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