

## WHO ARE WE?

Her Campus was founded in 2009 by three Harvard University undergraduates: Stephanie Kaplan, Windsor Hanger Western and Annie Wang.



## WHAT WE DO?

Her Campus is an online magazine targeted for Collegiate women. The website is divided into categories: Career, Love, Style, News, Life, Health, DIY, High School, After College and Quizzes. There is a national team and there are also individual campus chapters spread across major universities around the world.

<b>CAREER</b> Job Advice Money How She Got There Job Board	<b>LOVE</b> Relationships Dating Sex	<b>STYLE</b> Fashion Beauty	<b>NEWS</b> World News Entertainment
<b>LIFE</b> Campus Life Greek Life Family & Friends LGBTQ+ Academics Travel	<b>HEALTH</b> Food Fitness Mental Health Sexual Health Physical Health	<b>DIY</b> Crafts Decorating Parties & Gifts	<b>HIGH SCHOOL</b>
			<b>AFTER COLLEGE</b>
			<b>QUIZZES</b>

## TESTIMONY



"Beginning my college career at Fairfield University, I knew I wanted to start a Her Campus chapter. But, I needed to wait until I knew I could handle it. My best friend, Amanda and I decided to take on the adventure together our junior year and since then it has changed the rest of my life. I was actually applying what I had learned in my journalism classes and applying it to real life. I was editing, writing professionally, planning events, managing social media, and managing a team of 40 plus girls. Sure, it was a lot to handle, but if it wasn't for Her Campus, I wouldn't have had the skills to land my dream internship that turned into a post graduation job at Cosmopolitan as Editorial Assistant" (Danielle Tullo- Her Campus Fairfield '13).



**"A Collegietes Guide  
to Life"**

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## CAMPUS CHAPTERS



Her Campus is an online magazine with over 200 global chapters targeted towards Collegiate women.

Each chapter is ranked into performance categories.

- Pink
- Platinum
- Gold
- Silver
- Bronze

Each chapter is ranked based on content produced, analytics, events and social media outreach.

# WHAT CAN YOU DO?

- Write for you Her Campus Chapter or Her Campus Nationals
- Plan and Coordinate events
- Public Relations- maintain social media and analytics
- Intern with Her Campus Nationals
- Start a Chapter at your School
- Hold a Her Campus e-Board position



- ❖ Her Conference is an annual Summer conference hosted by Her Campus Media. It is held in New York City or Boston.
- ❖ The goals of the conference include teaching Collegiate women about the journalism, marketing and social media industry all while giving them the opportunity to network.



- ❖ The conference gives women to hear from speakers in specific industries. In 2015, the conference's keynote speaker was Amy Odell, editor of Cosmopolitan.com