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Media Analysis

Methods of Social Media

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Marcus Thomas is public relations firm here in Cleveland, Ohio. The company was founded in 1937, formerly known as Ira Thomas Associates, but now it is known as Marcus Thomas. Marcus Thomas is one of the world's top 5 public relations firm. The plain dealer ranked the company in their top five great places to work for the year of 2016. The company is known for its creative and inviting atmosphere that gives potential employees the ability to put themselves into their work. Taking from Glassdoor, a page that allows current and past employees to write about their feelings toward a particular company, employees wrote mainly that they liked how the company was local and that it allows for its employees to be out of the box per-se. One employee sent their response to the plain dealer remarking "My ideas matter." "I love my job because of the company perks, such as the freshly popped popcorn every day, Starbucks coffee, summer cookouts, the dogs, healthy fruit every week, quarterly meetings, and flex time." "Positive work environment, the ability to learn and grow, and it allows for flexibility." Marcus Thomas is one of the region's top public relations agencies. The company focuses on the knowledge of their clients; the company understands how modern delivery and adaptable approaches makes Marcus Thomas stand out when compared to other PR companies. The company is unique, and this makes them appear as if they would do anything for the benefit of their clients. This attitude is what has fueled Marcus Thomas progression in working hand and hand with their patrons; this is why the company is award winning. The companies mission as stated is, We "make a mark." Our vision: Think creatively. Risk intelligently. Work passionately. Our mission: Marcus Thomas creates ideas that build the fortunes of our clients". Taking a look at how current and past employee's view this company I would have no problem working here. The company seems to set up an environment that allows for creativity and personal touches on assignments. It's ranked well, and it presents itself as a company that is accepting of all abilities

as long as your goal betters those around you. I think this makes the company stand out when it comes down to how employees will view this specific firm as a whole. Seeing that the plain dealer ranked it as one of the top five places to work at in Cleveland, it comes as no surprise that it seems to allow workers to tailor projects to their own understandings.