

Emily DaFoe Productivity Report 1

Jason Smith-Keller Williams Realty

Keller Williams Realty is the world's largest real estate franchise by agent count, known for its agent-centric culture, innovative training, and technology-driven tools. Founded in 1983, KW operates on a model that emphasizes collaboration, education, and shared success, giving agents the resources and support to grow their businesses while prioritizing client relationships.

Date	Time	What I Did
8/28/2025	In the office 1. 2 pm-3 pm Outside of office 2. 3 pm-3:30 pm	In office: 1. We set priorities for Jason, Shannon, and the Biker Church project. Jason will focus on building his professional presence through LinkedIn, a resume, buyer/listing materials, and digital platforms like YouTube, Instagram, and Facebook, along with outreach to older clients and collecting Google reviews. I will help Shannon manage the monthly newsletter, redesign it, and launch the "Real Estate Rumble" project. For the Biker Church, the plan includes raising \$150,000 for a winter soft launch and Easter full launch, and marketing through social media. Canva Pro and payment schedules were noted, with next steps to gather information and begin creating materials. Outside of office: 2. Made the first land listing for 3659 N Katy Rd, Elm Mott, TX 76640 on Canva
8/29/2025	In the office 1. 1:15 pm-3 pm	In Office 1. Redesigned the newsletter layout and updated all material

9/2/2025	In office 1. 4 pm-5:30 pm	In office 1. Set up a LinkedIn account, set up Instagram, set up Facebook to be linked to Instagram, posted on LinkedIn, Instagram, and Facebook (two posts, one of them being the Real Estate Rumble, the other being a new listing), connecting with people on platforms
9/3/2025	Out of Office 1. 2.5 hour 2. 30 mins	Out of Office 1. Created 3 different posts a. Get to know Jason Smith b. Closing for 6612 Cherry Hills Dr Fort Worth, TX 76132 c. Why Waco Is home 2. Update socials (IG and LinkedIn) and followed more Waco community accounts on IG
9/4/2025	Out of Office 1. 9 am-10 am In the Office 2. 12:45 pm-2pm Out of office 3. 2:15 pm - 3 pm + \$30 (reimbursement for cards) 4. 7:30 pm - 9 pm	1. Created Jason Smith Professional resume 2. Sent résumé over, updated LinkedIn with resumes, helped with social media post, helped get information for sending anniversary cards 3. Picked up cards from Michael's (cards were \$14.99 each set) 4. Created yearly planner!
9/7/2025	Out of Office 1. 2:45 pm-6pm 2. 6 pm-6:15 pm 3. 6:15 pm-7:45pm	1. Wrote out the anniversary cards 2. Following more waco community on social media (instagram) 3. Made two football posts #1 samford, #2 arizona state
9/9/2025	Out of office 1. 10am-11am 2. 8:30pm-9:30pm 3. 9:30 pm-10pm	1. Social media post "Why we love waco" on both instagram and facebook 2. Worked on listing post for 707 sweet briar rose lane 3. Made social media listing meme

9/10/2025	Out of office 1. 5:30pm-6 pm 2. 6pm-6:15 pm 3. 6:15pm-7:00pm 4. 7:00pm-7:45 pm	1. Follow more people on social media, finalize touches on 707 post 2. Crafted two memes for meme “monday” 3. Started to make the trip recap post 4. Made the football post for 9/27/25
9/11/2025	Out of office 1. 8:30am-9:00am 2. 10:45am-11:00am 3. 12pm-12:15	1. Make and Post 9/11 story post 2. Post listing for 707 3. Post instagram reel
9/12/2025	In office 1. 12:00pm-2:00pm	1. Drop off hand written cards, go over content needed to post, Scheduled posting time for thursday with lots of content, follow facebook groups
9/13/2025	out of office 1. 8:00am-8:30am 2. 2pm-3:30pm	1. football post 2. Video of baylor game

Weekly Hours: 24 hours

Total Hours: 24 hours

Comments

This is the first week into the swing of things so it is a lighter week mostly getting to know what everyone needs in the office. A lot of my tasks are going to take a while to get set up and running smoothly but for next week I plan on getting all of his social media accounts set up and started. This week we are really ramping up and I am being tasked mostly with socials and getting posts out! Also making a calendar as well! This week finalized a schedule with posts 3 times a week on Tues/Thus/Sat with real estate posts, community posts, as well as Baylor football posts.

Reach Out This week I had a meeting with the Dallas Market Leader of Matthews REIS office, which is a Commercial Real Estate brokerage, discussing future employment. I interned with the San Diego office for this company and	Current Event This was an interesting current event in Public Relations, where knowing your audience and understanding tone is key. For context, Sydney Sweeney, a blonde-haired, blue-eyed, white American actress, faced backlash over a
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<p>enjoyed my experience, so I was referred to the Dallas office. They are located in a class A building in Uptown, surrounded by great local businesses. We have scheduled another meeting for opportunities on Tuesday, September 2, at 2:30 pm.</p> <p>Update: Second call went well, waiting now on if I got the job!</p> <p>Update: got the job!</p>	<p>jean campaign with American Eagle, where it states, “Sydney Sweeney has great jeans”. This created mass controversy, and the company has since covered the old campaign up by placing in a new one, with the loved athlete Travis Kelce, who is recently engaged to Taylor Swift.</p> <p>Link: https://www.the-independent.com/life-style/travis-kelce-american-eagle-ad-sydney-sweeney-b2815244.html </p>
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Emily DaFoe Productivity Report 2

Jason Smith-Keller Williams Realty

Keller Williams Realty is the world’s largest real estate franchise by agent count, known for its agent-centric culture, innovative training, and technology-driven tools. Founded in 1983, KW operates on a model that emphasizes collaboration, education, and shared success, giving agents the resources and support to grow their businesses while prioritizing client relationships.

Date	Time	What I Did
9/15/2025	<ol style="list-style-type: none"> In office <ol style="list-style-type: none"> 1:30pm-3pm At home <ol style="list-style-type: none"> 3:30pm-5:30pm 	<ol style="list-style-type: none"> Gather all materials (videos) from the weekend/create a shared album, create weekend recap reel, go to house and take videos of Jason for house in waco Created 3 Instagram reels (Waco, dirt bikes, racetrack, and three tips)
9/16/2025	<ol style="list-style-type: none"> Out of office <ol style="list-style-type: none"> 10am-11am 	<ol style="list-style-type: none"> Crafting captains for Jason smith post (pinned on IG) and

	2. In office a. 2pm-4pm 3. Out of office a. 4pm-5pm	posting two other posts from Waco Dirt Track (one photo post and one reel) 2. Made Link tree, made new Facebook business profile, unlinked Instagram from personal Facebook, and linked it to professional Facebook, linked all accounts to command 3. Created birthday Harley Davidson reel
9/17/2025	1. Out of office a. 10am-10:45am	1. Quick post on facebook and instagram (house with key)
9/18/2025	1. Out of office a. 10-10:30am 2. In Office a. 1pm-3:45pm	1. Posted the Utah/Colorado trip (Instagram and Reel) 2. Content day!
9/19/2025	1. Out of office a. 10-10:30am	1. Posted reel on instagram and post on facebook hat/mantle post
9/20/2025	1. Out of office a. 7am-8am	1. Posted Gen Z reel, posted gameday, posted about harley shop

Weekly Hours: 13 hours

Total Hours: 37 hours

Comments

This week was all about content creation. On Thursday, we had our big production day to stockpile material for this month and next. We filmed a wide variety of videos, some lighthearted and fun, others more professional and shot in multiple outfits to cover different seasons. I'm now in the process of sorting through all the footage and cutting it together, but we ended up with a strong collection of content to work with moving forward.

Reach Out This week I connected with Baylor alum	Current Event https://www.nytimes.com/2025/09/20/busines
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Baylor Worman on LinkedIn. He now works as a commercial real estate analyst in Dallas. I reached out to ask him about how he transitioned from student organizations at Baylor into his first role after graduation. I haven't heard back yet, but I'm interested in learning what skills he found most valuable when starting out.

[s/jimmy-kimmel-show-abc-kirk-fcc.html](https://www.kirkfm.com/shows/jimmy-kimmel-show-abc-kirk-fcc.html)

The suspension of Jimmy Kimmel Live shows how fast something can turn into a PR crisis when public opinion, politics, and brand reputation all collide. ABC and Disney were caught in backlash from regulators, affiliates, advertisers, and viewers, which forced them to act quickly. It really shows how in PR you have to balance protecting free speech with managing risk, responding to social media outrage, and keeping all the different stakeholders in mind. This is a good example of how one comment can spiral and become a much bigger issue for a company's image.

Emily DaFoe Productivity Report 3

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Date	Time	What I Did
9/22/2025	1. 10am-10:30am 2. 3:20pm-4pm 3. 5pm-6pm 4. 6pm-6:15pm	1. Post reel on instagram and facebook and then follow more people on instagram 2. Go to 3659 N Katy Rd and gather content 3. Edit content for land 4. Make quick reel for land
9/23/2025	1. 10am-10:45am 2. 11am-11:20am 3. 2pm-3pm	1. Made and posted boot ig post 2. Made football post for Baylor Vs Oklahoma state 3. go over goals and content and edit

		Shannon's reel about prequalification
9/24/2025	<ol style="list-style-type: none"> 1. 9am-9:15am 2. 10am-11am 	<ol style="list-style-type: none"> 1. Posted Land reel on ig and facebook 2. Create Jason Smith reel on renting vs buying
9/25/2025	<ol style="list-style-type: none"> 1. 10:00am-12:00pm 	<ol style="list-style-type: none"> 1. posted lawnmower, edited Jason at property, posted house
9/26/2025	<ol style="list-style-type: none"> 1. 11:45am- 1pm 	<ol style="list-style-type: none"> 1. edited Facebook, made pancake posts, edited October schedule videos, spoke with Jason about getting content for events coming up and also spoke about getting content for the upcoming newsletter.
9/27/2025	<ol style="list-style-type: none"> 1. 10:45am-11am 	<ol style="list-style-type: none"> 1. posted both game day and Sunset Grill pictures

Weekly Hours: 9 hours 15 mins

Total Hours: 46 hours 15 mins

Comments

This week was mainly focused on editing and posting content for Jason. I've been working on growing his social media presence, and it's encouraging to see progress. His Instagram reached 8.6K views over the last 30 days, which is a great step forward. Incorporating more of his personality into the posts has made the content feel more authentic and engaging, and I think that's been a big reason for the uptick. I'm continuing to experiment with different styles of posts to see what his audience responds to best.

<p>Reach Out</p> <p>Continuation from last week: I heard back from Baylor and we set up a call for Friday. The conversation went really well! We talked through different asset classes I could focus on in Dallas, as well as areas where the team could benefit from more growth and support. He mentioned that he attended Baylor during COVID, so he didn't get the full Baylor experience, but regardless, he was great to</p>	<p>Current Event</p> <p>https://apnews.com/article/tylenol-cause-autism-trump-kennedy-0847ee76eecedcb5e9baa6888b567d66</p> <p>This week Trump claimed that taking Tylenol during pregnancy could cause autism and also repeated old vaccine myths. He told women not to use it, even though there isn't real evidence to back that up. Doctors and medical</p>
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talk with and such a valuable resource. I'm glad to have made that connection for the future.	<p>groups called his comments irresponsible, while Tylenol's parent company pushed back saying it's still safe when used as directed. The statement caused their stock to drop about 7.5%.</p> <p>https://www.instagram.com/tylenol/</p>
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Emily DaFoe Productivity Report 4

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Date	Time	What I Did
9/29/2025	<ol style="list-style-type: none"> 8am-9am 10am-10:15am 1:40pm-3:40pm 	<ol style="list-style-type: none"> Edited Shannon Smith talking about the texas rodeo Posted the renting vs buying video on both ig and on facebook Go into office and work on newsletter
9/30/2025	<ol style="list-style-type: none"> 8-8:15am 10-11:15am 	<ol style="list-style-type: none"> posted Shannon talking about Rodeo on Instagram edited the events coming up with Shannon and Jason in front of Shannon's office
10/1/2025	<ol style="list-style-type: none"> 7-7:30am 10-11am 2-2:20pm 	<ol style="list-style-type: none"> resize newsletter and post on Instagram and Facebook Home insurance versus home

		warranty edited video 3. Create and post the charity event on IG and facebook
10/2/2025	1. 7-7:30 2. 6-6:15	1. posted on Instagram and Facebook Jason Smith video on tips for first time home buying 2. Follow more Waco Accounts on Instagram
10/3/2025	1. 8-9am 2. 3-3:20pm	1. Post Deck post then create a fun instagram story taylor swift vs rancher life poll (posted in honor of her album dropping) 2. Posted the rancher video on the lawnmower
10/5/2025	1. 7-8:30pm	1. Edited Jason Smith alone for Christmas then Created 3 Simple Fall Projects for a Cozy Home post

Weekly Hours: 10 hours 10 mins

Total Hours: 56 hours and 25 minutes

Comments

This week has the focus on editing and posting content for Jason however the next big factor will be working/posting the monthly newsletter for October. This newsletter is going to have lots of great events that you will not want to miss out on for the month in Central Texas including fun things like the rodeo.

Reach Out This week I reached out to Keegan Mulcahy with Matthews Real Estate Investment Services to strengthen my professional network and learn more about his experience in the Dallas market. I also connected with a few other industry professionals on LinkedIn to stay engaged with current market trends	Current Event https://www.newsweek.com/entertainment/music/taylor-swift-accused-using-ai-viral-videos-10830988?utm_source=chatgpt.com Taylor Swift faced backlash after fans accused her of using AI-generated videos to promote her new album <i>The Life of a Showgirl</i> . The
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and opportunities. These touchpoints not only build relationships but also keep me proactive in expanding my presence in the real estate community.

campaign, tied to a QR code “Orange Door” scavenger hunt, showed visual glitches that sparked debate online. Some fans called it hypocritical given her past concerns about AI deepfakes, while others defended it as creative marketing. Neither Swift nor her team has commented, but the issue raised questions about authenticity and transparency in celebrity PR.

Emily DaFoe Productivity Report 5

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Date	Time	What I Did
10/6/2025	1. 7-8am 2. 2:20-4pm	1. Create the best halloween costumes post on Canva 2. In office—go over content, go over buyers guide, go over arkansas posts, start working on them all
10/7/2025	1. 1:45-3:45pm	1. Editing the buyers guide
10/8/2025	1. 9-9:15am 2. 10-11am 3. 7-7:30	1. Gather and post the Fall bucket list post 2. Edit the videos together from trip 3. Gather rodeo content
10/9/2025	1. 10-10:15am 2. 12-1:35pm 3. 7-8pm	1. Post ghost visual on both instagram and facebook 2. Work on buyers guide 3. Edit rodeo content

10/10/2025	1. 10-10:15am	1. Post biker video on IG and Facebook
10/11/2025	1. 10-10:15am	1. Post Shannon's video on IG and Facebook
10/12/2025	1. 3-3:15 pm 2. 3:15-3:30pm	1. Post Rodeo video on IG and Facebook 2. Follow more people on IG for Jason's account

Weekly Hours: 10 hours 15 minutes

Total Hours: 66 hours and 40 minutes

Comments

This week is heavily focused on crafting the buyers guide and making it look nice as well as keeping Jason's character and colors of orange and black. This buyers guide is going to be used for professional purposes for Jason to showcase to buyers why they should feel confident in choosing Jason to represent them in a real estate manner. Another fun event that we focused on this week was the Heart of Texas Rodeo and Fair. Shannon spoke about the fair in a previous reel that was posted but it is fun to showcase the reality of how fun the rodeo can be.

<p>Reach Out</p> <p>This week, I reached out to a graduate student currently pursuing her master's degree in Business at Baylor. I wanted to learn more about her experience in the program, specifically what influenced her decision to attend Baylor for graduate school and how she has found the transition from undergraduate to graduate studies. Our conversation gave me valuable insight into the pros and cons of going straight into grad school after earning an undergraduate degree. While I don't plan to pursue my master's immediately after graduation, I do see it as a goal for my 20s, and hearing her perspective helped me better understand what factors to consider when the time comes.</p>	<p>Current Event</p> <p>Hilaria Baldwin's elimination from <i>Dancing With the Stars</i> sparked a small PR crisis after reports surfaced that she was "livid" backstage and blamed Alec Baldwin's friends for not voting. While Alec shared a supportive Instagram post praising her efforts, the story quickly shifted from a lighthearted TV moment to another wave of negative press surrounding Hilaria's image. Given her past controversies about authenticity, this emotional reaction reinforced an existing narrative that she struggles to manage her public persona. From a PR standpoint, her team missed an opportunity to control the message early by releasing a gracious statement or thank-you post that reframed the moment as positive and growth-oriented. This incident highlights how quickly celebrity emotions can be amplified by media framing, and how crucial it is to respond strategically</p>
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	and consistently to protect one's reputation. https://www.cosmopolitan.com/entertainment/celebs/a68994574/alec-baldwin-response-hilaria-baldwin-dwts-elimination/
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Emily DaFoe Productivity Report 6

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Date	Time	What I Did
10/13/2025	<ol style="list-style-type: none"> 9-9:30 am 10-10:30 am 	<ol style="list-style-type: none"> Create and post the Waco HOG chapter riding in Arkansas Finish up the buyer's guide
10/14/2025	<ol style="list-style-type: none"> 9-9:30 am 10-10:30am 12-12:45pm 	<ol style="list-style-type: none"> Create and post from the Arkansas Bikes, Blues, and BBQ Create 30 year anniversary post for IG and Facebook Edit why fall is a great time to buy
10/15/2025	<ol style="list-style-type: none"> 10-10:15am 10:15-10:30am 10:30-11:30 	<ol style="list-style-type: none"> posted on Instagram and on Facebook three reasons to buy in Texas Followed more accounts on Instagram Edit blooper funny video
10/16/2025	<ol style="list-style-type: none"> 8-8:30am 12:45-3pm 	<ol style="list-style-type: none"> posting Jason and Shannon speaking about things happening in Waco coming up on both Instagram Aunt on Facebook

		2. Help with crafting a new “for sale” sign, help with figuring out drip campaign, went over with shannon buyer’s guide
10/17/2025	1. 9-9:15am 2. 1-2pm	1. Post from the HOG chapter 2. Edit Shannon Smith speaking about PMI
10/18/2025	1. 10-10:15am	1. Post TCU Baylor picture on IG
10/19/2025	1. 7-9pm	1. Gather materials, create brownies, Create spooky brownie post for IG and facebook

Weekly Hours: 10 hours and 30 mins

Total Hours: 77 hours and 10 minutes

Comments

This week, I focused on creating and scheduling posts centered around fun fall activities while also ensuring Jason and Shannon’s upcoming events were promoted on time. I highlighted Jason’s recent bike ride on both Instagram and Facebook to emphasize his active, community-focused lifestyle, a great way to blend his personal interests with his professional brand presence.

Reach Out	Current Event
I reached out to a Zeta alumna who graduated in 2024 and now works in commercial real estate. My goal was to hear her perspective on what it’s like being a woman in the industry and learn from her professional experience. She hasn’t responded yet, but I’m hopeful we’ll connect soon and have a great conversation.	<p>One story that stood out this week was the robbery at the Louvre Museum in Paris. From a PR standpoint, it’s a perfect example of a high-stakes crisis communication challenge. The museum’s reputation depends heavily on public trust, security, and cultural prestige, so any incident like this requires quick, transparent, and strategic communication. How the Louvre handles messaging, reassures the public, and combats misinformation will determine how effectively it can recover its credibility.</p> <p>At the time I am writing this the Museum has not yet made a statement yet the President of</p>

	<p>France said,</p> <p>“The theft committed at the Louvre is an attack on a heritage that we cherish because it is part of our history.</p> <p>We will recover the works, and the perpetrators will be brought to justice. Everything is being done, everywhere, to achieve this, under the leadership of the Paris prosecutor's office.</p> <p>The Louvre Nouvelle Renaissance project, which we launched in January, includes increased security. It will guarantee the preservation”</p> <p>https://www.nytimes.com/2025/10/19/world/europe/louvre-paris-robbery.html</p>
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Emily DaFoe Productivity Report 7

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Date	Time	What I Did
10/20/2025	1. 10-10:15am 2. 2:15-3:30pm 3. 7-9pm	1. Post spooky treats on IG and Facebook 2. In person filming with Shannon and Jason 3. Edited both the trivia post as well as the post for weekend activities in October

10/21/2025	<ol style="list-style-type: none"> 1. 10-10:15am 2. 2-3pm 	<ol style="list-style-type: none"> 1. Post on IG and facebook insurance vs warranty 2. Work on the November newsletter and make another for sale sign
10/22/2025	<ol style="list-style-type: none"> 1. 10-10:15am 	<ol style="list-style-type: none"> 1. Post on IG and facebook Trivia post
10/23/2025	<ol style="list-style-type: none"> 1. 10-10:15am 2. 2-3:45pm 	<ol style="list-style-type: none"> 1. Post Shannon and Jason speaking about upcoming events 2. Gather content for November and December
10/24/2025	<ol style="list-style-type: none"> 1. 10-10:30am 	<ol style="list-style-type: none"> 1. Source memes from Pinterest and post on both IG and Facebook for Jason
10/25/2025	<ol style="list-style-type: none"> 1. 10-10:15am 2. 8-9pm 	<ol style="list-style-type: none"> 1. Posted for gameday on IG and Facebook 2. Got clips and edited a TikTok for Jason's Spotlight on Moroso Italian restaurant in Waco
10/26/2025	<ol style="list-style-type: none"> 1. 8-9am 	<ol style="list-style-type: none"> 1. Edited Jason speaking about Fall 2025

Weekly Hours: 10 hours 45 minutes

Total Hours: 87 hours and 55 minutes

Comments

This week was really fun, especially with another content day added into the mix! I spent a lot of time filming, editing, and also working on the November newsletter, which is coming together nicely. We received some great feedback on the Trivia post with Shannon and Jason. People really enjoyed the interactive style so I made sure to plan and film even more game-based content with them this week. It's been exciting to see their personalities come through on camera and to experiment with new formats that keep the audience engaged. Overall, it was a productive and creative week filled with great energy and fresh ideas for upcoming posts.

Reach Out For Homecoming, the Baylor Real Estate Network is hosting a tailgate for students and Baylor alumni who work in real estate, so I decided to reach out to Baylor Worman. He's	Current Event https://www.pbs.org/newshour/politics/white-house-starting-new-media-policy-sharply-curtailing-wire-service-access#:~:text=The%20sw
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someone I've spoken with before and is a Baylor alumnus currently working in Dallas at the company I'll be joining after graduation. I sent him a text message with all the event details, along with the flyer I designed to promote the tailgate. He hasn't responded yet, but I'm really hoping he'll be able to make it. It would be great to connect with him in person, ask a few career-related questions, and get his perspective on working in the Dallas market.

[ift%20move%20was%20in.rename%20the%20Gulf%20of%20Mexico.](#)

The White House is facing a PR and legal crisis after issuing a new media policy that limits access for major wire services like the AP, Reuters, and Bloomberg. The AP filed a motion in federal court, arguing the policy violates a prior order protecting its First Amendment rights. Critics say the move lets the administration control which reporters can question President Trump, favoring friendly outlets and undermining press freedom. The White House argues press access is a privilege, not a right, as the case heads to appeal.

Emily DaFoe Productivity Report 8

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Date	Time	What I Did
10/27/2025	1. 10:00-10:15 a.m. 2. 1:55-3:30 p.m.	1. Posted Jason speaking about Fall 2025 2. In office go over planning for this week, newsletter, and upcoming events
10/28/2025	1. 10-10:15 a.m. 2. 1:55-3:20 p.m.	1. Post from Moroso 2. In office work on Newsletter, work on Trick or treat post

10/29/2025	<ol style="list-style-type: none"> 1. 10:00-10:15 a.m. 2. 2:00-3:00 p.m. 	<ol style="list-style-type: none"> 1. Post Trick or Treat on IG and Instagram 2. Finish Jason Smith Prayer video
10/30/2025	<ol style="list-style-type: none"> 1. 9:00-9:15 a.m. 2. 10:00-11:30 a.m. 3. 2:00-2:30 p.m. 4. 5:00-7:15 p.m. 	<ol style="list-style-type: none"> 1. post on IG and Facebook 2. Edit Jason Smith speaking about 11 closing costs 3. Went to Harley Davidson dealership and got clips 4. Edit Autumn's video, Harley-Davidson spotlight, and Shannon's drawing
10/31/2025	<ol style="list-style-type: none"> 1. 10:00 -10:15 a.m. 2. 10:15 a.m.-11:30 a.m. 	<ol style="list-style-type: none"> 1. Post for the drawing 2. Create Baylor Homecoming post/event post and tweak the newsletter
11/1/2025	<ol style="list-style-type: none"> 1. 10:15-10:30 a.m. 	<ol style="list-style-type: none"> 1. Post Baylor Homecoming
	<ol style="list-style-type: none"> 1. 	<ol style="list-style-type: none"> 1.

Weekly Hours: 11 hours

Total Hours: 98 hours and 55 minutes

Comments

This week, I posted Jason speaking about Fall 2025 and the Moroso spotlight, finalized the newsletter, and shared the Trick or Treat post on Instagram and Facebook. I completed the Jason Smith Prayer video, edited his 11 closing costs video, and captured clips at the Harley-Davidson dealership. I also worked on editing Autumn's video, the Harley spotlight, and Shannon's drawing, then posted the drawing giveaway. To wrap up the week, I created and posted Baylor Homecoming content, which received great engagement.

Reach Out This week, I reached out to a Dallas-based broker, Mark Stevens, to set up a Zoom call and learn more about current market trends in the area. We talked about recent activity in multifamily and retail properties, investor	Current Event https://www.usatoday.com/story/money/food/2025/10/07/chilis-s skillet-queso-replaced-sout hwestern-queso/86563730007/ Chili's faced customer backlash after
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sentiment going into the new year, and what opportunities are emerging for young professionals entering the Dallas market. It was a great conversation and helped me gain a better understanding of the pace and competitiveness of that region.	removing its popular skillet queso and replacing it with a new Southwestern queso made with American and cheddar cheeses, green chiles, onions, and lime. The change came after low sales, though 70% of taste testers preferred the new version. Fans expressed outrage on social media, prompting Chili's to respond playfully and offer free samples to rewards members.
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Emily DaFoe Productivity Report 9

Jason Smith-Keller Williams Realty

Keller Williams Realty is the world's largest real estate franchise by agent count, known for its agent-centric culture, innovative training, and technology-driven tools. Founded in 1983, KW operates on a model that emphasizes collaboration, education, and shared success, giving agents the resources and support to grow their businesses while prioritizing client relationships.

Date	Time	What I Did
11/3/2025	1. 10:00-10:15 a.m. 2. 11:00-11:45 a.m. 3. 2:00-3:30 p.m.	1. Post on IG and Facebook Harley-Davidson spotlight post 2. Create google business account and look through facebook 3. Edit video of Jason speaking to first time homebuyers and rework Autumn's video
11/4/2025	1. 10:00-10:15 a.m. 2. 11:00-11:45 a.m. 3. 1:55-3:20 p.m.	1. Post the Newsletter on Instagram and facebook 2. Create the dog looking at different homes post 3. In person going over content as well as helping with email dropbox files
11/5/2025	1. 11:00-11:15 a.m. 2. 3:00-4:15 p.m.	1. Post Autumn's Video on the Instagram and the Facebook

	3. 4:30-5:30 p.m.	2. In office to gather content, make flyers, start website, get Jason a domain name 3. At home worked on the website for computers and iPhones
11/6/2025	1. 10:00-10:30 a.m. 2. 12:00-12:45 p.m. 3. 2:00-3:12	1. Post for under contract on IG and Facebook then work on the website 2. Work on the website 3. In person gathering content/video content and work on the website
11/7/2025	1. 10:15-10:30 a.m.	1. Post on Instagram and Facebook dog post
11/8/2025	1. 10:15-10:30 a.m.	1. Post on Instagram and Facebook buying first home video with Jason
11/9/2025	1. 9:00-9:05 a.m.	1. Gather content for Jason Smith

Weekly Hours: 10 hours 27 minutes

Total Hours: 109 hours and 22 minutes

Comments

This week went really well overall, even though we had a couple of setbacks. The biggest issue was having to redo Autumn's video multiple times because the audio kept coming out weird, so that pushed a few things back. Even with that, I was able to get everything fixed and make sure the final version looked and sounded clean. I still got a lot done between posting on Instagram and Facebook, updating the newsletter, gathering content in person, and continuing work on the website and domain setup for Jason. I also spent time with the first-time homebuyer video and making sure all of the social posts were lined up across platforms. Even though some tasks took longer than planned, everything ended up getting back on track, and the quality came out better because of the extra adjustments. Overall, it was a solid week with good progress.

Reach Out	Current Event
This week I reached out to my brother's friend who lives in Dallas. He moved there	https://www.washingtonpost.com/politics/2025/10/27/largest-employees-union-end-shutdo

about a year ago, so he’s still exploring the city, but I really wanted to get a sense of what day-to-day life in Dallas looks like coffee shops, walkable areas, fun places to eat, and neighborhoods with a good vibe. Even though this reach-out wasn’t directly career-focused, it was still really helpful. I’m glad I got the chance to talk with him, and I’m grateful for the insight he shared about the area.

[wn/?utm](#)

The government shutdown has turned into a huge PR issue because it’s making both political parties look dysfunctional and out of touch. The American Federation of Government Employees, the largest federal workers union, publicly called the shutdown an “avoidable crisis” and demanded a clean bill to reopen the government immediately. With hundreds of thousands of workers either furloughed or working without pay, the union’s message really highlights the human side of the situation: people missing paychecks, going to food banks, and struggling with basic expenses. As the shutdown gets close to a month long, it’s creating serious damage to public trust and showing how quickly a political disagreement can become a full-on PR crisis when real people are the ones paying the price.

Emily DaFoe Productivity Report 10

Jason Smith-Keller Williams Realty

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Date	Time	What I Did
11/10/2025	1. 8:30-9:00 a.m. 2. 2:00-3:40 p.m.	1. Post on Instagram and Facebook family photo 2. In person made the HOG flyer, created video for Veterans day, created a video mash for Shannon

		and Jason
11/11/2025	1. 9:00-9:15 a.m. 2. 10:00-11:35 a.m.	1. post on Instagram and Facebook for Veterans Day 2. Create Jason Smith and Shannon playing a Thanksgiving game, create video of Shannon speaking about realtor's Christmas list
11/12/2025	1. 10:00-10:20 a.m. 2. 2:00-2:40 p.m.	1. Post before and after video of Shannon and Jason on Instagram and Facebook (as well as the HOG group) 2. Zoom call with Diva then followed more instagram accounts
11/13/2025	1. 10:45-11:00 a.m. 2. 12:00-12:55 p.m.	1. Post on Instagram and facebook the Thanksgiving game with Shannon and Jason 2. Create Scottish game post for Instagram and Facebook
11/14/2025	1. 11:00-11:15 a.m.	1. Post on Instagram and Facebook for the Scottish games
11/15/2025	1. 10:00-11:30 a.m.	1. Create and post on Instagram for the Baylor football game

Weekly Hours: 7 hours and 55 minutes

Total Hours: 117 hours 17 minutes

Comments

This week, Jason and Shannon were out of the office, so much of my focus shifted to creating social media content for both Facebook and Instagram. With so many fun events happening recently, I enjoyed sorting through the material and turning it into engaging posts. It was a good reminder of how visual storytelling and timely content keep audiences connected and informed.

Reach Out	Current Event
This week, I reached out to Samantha Sulek, who is originally from San Diego and recently	https://www.businessinsider.com/david-harbour-controversy-stranger-things-lily-allen-pr-str

moved to Dallas. I asked her about the places in Dallas that she and her friends enjoy going to, and she shared a few of her favorite spots, restaurants, and neighborhoods. Hearing her perspective as someone who made a similar move gave me helpful insight into the social scene, local culture, and places that feel welcoming for young professionals.

[ategy-2025-11?utm_](#)

A current PR event involves actor David Harbour from *Stranger Things*, who is facing negative attention after a tense red-carpet moment and rumors of on-set conflict. PR experts are split on whether he should stay quiet or address the situation directly. It's a good example of how quickly public perception can shift and how important strategic communication is during a reputational crisis.

Emily DaFoe Productivity Report 11

Jason Smith-Keller Williams Realty

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Date	Time	What I Did
11/17/2025	1. 10:00-10:15 a.m. 2. 12:00-1:00 p.m. 3. 2:00-3:30 p.m.	1. Post on Instagram and Facebook as well as the Waco HOG group photo of Jason and Shannon from anniversary photoshoot 2. Create a post for Thanksgiving creative ideas for hosting 3. Create multiple posts for future events as well as Riding with Randy sidecar event
11/18/2025	1. 9:30-9:45 a.m.	1. Post from Randy’s Ride on Instagram and Facebook 2.

11/19/2025	<ol style="list-style-type: none"> 1. 10:00-10:15 a.m. 2. 2:50-4:15 p.m. 	<ol style="list-style-type: none"> 1. Post on Instagram and Facebook for November crafts 2. In office working on the December Newsletter
11/20/2025	<ol style="list-style-type: none"> 1. 10:00-10:15 a.m. 2. 2:00-3:00 p.m. 	<ol style="list-style-type: none"> 1. Post on Instagram and Facebook from Ingram TX trip 2. In office to go over newsletter, create TikTok style video
11/21/2025	<ol style="list-style-type: none"> 1. 10:00-10:15 a.m. 2. 8:00-8:15 p.m. 	<ol style="list-style-type: none"> 1. Post on Instagram and Facebook video from in office 2. Gather Content from the Gaylords
11/22/2025	<ol style="list-style-type: none"> 1. 10:00-10:15 a.m. 	<ol style="list-style-type: none"> 1. Post on Instagram for Baylor Gameday
11/23/2025	<ol style="list-style-type: none"> 1. 12:00-3:25 p.m. 	<ol style="list-style-type: none"> 1. Create draft posts for Instagram and Facebook ready to go for Otto's German Bistro, Fredericksburg, Riding motorcycles, Riding past flood area, Elf Ice sculptures

Weekly Hours: 10 hours and 5 minutes

Total Hours: 127 hours 22 minutes

Comments

This week I focused on creating and posting content across Instagram and Facebook, working on Thanksgiving ideas, November crafts, event posts, and the December newsletter. Since next week will be lighter due to the holidays, I used Sunday to stockpile and draft multiple posts for upcoming content so everything is ready to go with minimal editing needed.

<p>Reach Out</p> <p>This week I reached out to my friend Lauren Mitchell in Dallas to get her insight on apartment options and neighborhoods. Since I'm planning to move there next year, I wanted to get a head start on understanding different areas, pricing, and what to expect. She gave me a few recommendations and</p>	<p>Current Event</p> <p>https://www.fox4news.com/news/viral-video-mom-labor-dallas-hospital-sparks-outrage-legal-action</p> <p>A viral video showed a woman in active labor waiting in the lobby at Dallas Regional Medical Center, with her family alleging she</p>
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offered to tour places with me when I'm in town, which was really helpful.	was left for over 30 minutes before being admitted, despite giving birth shortly after. The incident sparked public outrage and concerns about maternal care and racial disparities. The hospital's PR team responded with a brief statement emphasizing their commitment to safety and compassion, acknowledging that they are reviewing the situation while citing privacy laws as the reason they cannot release details. This response follows standard crisis-management practices but may appear limited or evasive to the public.
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Emily DaFoe Productivity Report 12

Jason Smith-Keller Williams Realty

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Date	Time	What I Did
11/24/2025	1. 10:00-10:15 a.m.	1. Post on Facebook and Instagram riding video in hill country
11/25/2025	1. 10:00-10:15 a.m.	1. Post on Facebook and Instagram Fredericksburg trip
11/26/2025	1. 10:00-10:15 a.m.	1. Post on Facebook and Instagram Shannon Smith speaking about PMI
11/27/2025	1. 10:00-10:15 a.m.	1. Post on Facebook and Instagram Thanksgiving post with community
11/28/2025	1. 10:00-10:15 a.m.	1. Post on Facebook and Instagram from Otto's German Bistro

11/29/2025	1. 10:00-10:15 a.m.	1. Post on Facebook and Instagram Baylor Senior Day
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Weekly Hours: 1 hours and 30 minutes

Total Hours: 128 hours 52 minutes

Comments

This week was all about getting posts out on time because I was out of the office for the week due to Thanksgiving. Simple week in terms of posts that I stocked up from last week.

Emily DaFoe Productivity Report 12

Jason Smith-Keller Williams Realty

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Date	Time	What I Did
12/1/2025	1. 10:00-10:15 a.m. 2. 1:50-2:45 p.m.	1. Post on Facebook and Instagram flood riding 2. In person with Jason and Shannon going over content
12/2/2025	1. 10:00-10:15 a.m.	1. Post Real Estate Rumble Newsletter on Instagram and Facebook
12/3/2025	1. 10:00-10:15 a.m.	1. Post on Instagram and Facebook from the Gaylords
12/4/2025	1. 10:00-10:15 a.m. 2. 2:50-3:15 p.m. 3. 4-5 p.m.	1. Post on Instagram and Facebook Jason Smith video 2. In person making flyers for open house and filming fun holiday game 3. Create another post for a new house

		listing, post on Instagram and Facebook for open house, post on a few groups on facebook for open house.
12/5/2025	1. 10:00-10:15 a.m.	1. Post on instagram and facebook house details
12/6/2025	1. 10:00-10:15 a.m.	2. Post on Instagram and Facebook Clay
12/7/2025	1. 2-5 p.m.	1. Edit videos: biker church, riding in Cameron Park, Keller Williams Decoration, Shannon Speaking about realtors christmas gifts, morning fog video, create dear santa graphic
12/8/2025	1. 10:00-10:15 a.m.	1. Post from Shannon and Jason on the bikes on Instagram and facebook

Bundle Hours: 7 hours and 5 minutes

Total Hours: 135 hours 57 minutes