We are pleased to announce our first summit on social media research and practice. This day-long event will bring together scholars, practitioners and students who are interested in social media research. Our distinguished speakers will unveil the latest social media research findings and discuss emerging issues in social media communication.

**Summit Agenda**

9:30-10:30 • Registration/Welcome

10:30-11:30 • Keynote Speech
Katie Delahaye Paine, CEO, Paine Publishing
*Theory Meets Reality: Implementing PR & Social Media Measurement Standards*

11:30-12:30 • Poster Session

12:30-1:30 • Lunch

1:30-3:00 • Panel Discussion
Dr. Jennifer Gibbs, Rutgers University
*Strategic Use of Social Media for Distributed Collaboration*

Dr. Tina McCorkindale, Appalachian State University, Senior Editor of the Institute of Public Relations Social Media Research Center
*The State of Social Media Research*

Dr. Lisa Chewning, Penn State University
*How Stakeholders Are Using Social Media to Connect with Organizations*

Brandi Boatner, Digital Experience Manager, IBM
*Big Data in Social Media*

3:00-4:30 • Break Out Discussion Session

4:30-5:00 • Final Remarks and Awards

No registration fee.
Lunch and refreshments will be served.

Register online 24/7 at:

For more information
Contact Dr. Matt Crick and Dr. Angie Yoo at 973.720.2655 or email at crickm@wpunj.edu

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The program is the second event in the College of the Arts and Communication’s “Arts Dialogue Series,” and is made possible by the generous funding of the William Paterson University Alumni Association’s Distinguished Visiting Professorship.