



New Jersey Social Media Summit

Engaging Initiatives: Transforming Social Media Research and Practice

Sponsored by the MA in Professional Communication Program

Friday, April 10, 2015 • 10:00 a.m.-5:00 p.m.

University Commons Ballroom C, Wayne, New Jersey

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:

<http://bit.ly/NJSMS15>

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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#NJSMS15

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.

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