



New Jersey Social Media Summit

Social Media Influence, Insights, Implementation, and Impacts

Friday, April 21, 2017 • 9:00 a.m. - Noon
University Commons Ballroom C, Wayne, New Jersey

We are pleased to announce our third annual summit on social media research and practice. This event will bring together scholars, practitioners and students who are interested in social media research and practice.

Our distinguished speakers will unveil the latest social media research findings and discuss emerging issues in social media communication. This year's theme is "Social Media Influence, Insights, Implementation, and Impacts."

Summit Agenda

9:00-9:30 • Registration/Welcome/Breakfast

9:30-10:30 • Panel Discussion

Elizabeth Weill-Greenberg, Communication Director,
New Jersey Institute for Social Justice
Social Media Use in Advocacy & Activism

Rolando Pujol, Director of Digital & Social Strategy,
WPIX-TV Channel 11
Social Media Analytics and Content Strategy

Professor Klive Oh, William Paterson University
*What's not to "like"? How the "like" button on
social media can mislead us into misinformation*

Billy Ash, Chief Digital Officer, Today's Business
Social Media Career Path

10:30-11:00 • Tweet & Tea/Poster Session

11:00-11:45 • Social Media Workshop

*Enhancing Your Social Media Practice for Professional
Communication*

- *LinkedIn and Social Media/Career Building Strategies*
(Professor Lorra Brown)
- *Creating Person-centered Messages on Social Media*
(Professor Jen Owlett)
- *Maximizing Your Presence on Twitter*
(Professor Nick Hirshon)

11:45-Noon • Closing Remarks

No registration fee.
Breakfast and refreshments
will be served.

For more information

Contact Professor Matt Crick and
Professor Angie Yoo at 973.720.2655 or
email at NJSocialMediaSummit@wpunj.edu

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