

RIT Faculty/Staff/Students: **No Charge****General Public: \$35**

DEPARTMENT OF COMMUNICATION, RIT COLLEGE OF LIBERAL ARTS

Social Media and Communication Symposium (SMACS) II

September 29, 2011



AGENDA

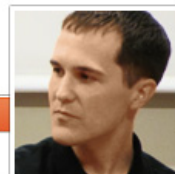
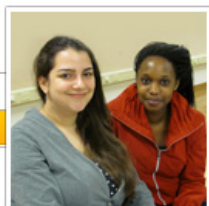
PROGRAM

SPEAKERS

REGISTER

DIRECTIONS

ABOUT



Agenda

This year's SMACS event consists of three tracks (see tabs below) that aim to cover the business of social media, academic research into social media and skills students must know to successfully navigate social media now and in the future.

Business Track – Ingle Auditorium

Academic Track – Fireside Lounge

9:00: Opening Remarks (Ingle)

9:15: KEYNOTE (Ingle): So You Think You're a Social Business?

- Pam Moore, CEO and founder of FruitZoom, Inc., a digital marketing, brand, and social media agency

10:00: Panel 1 - What are the Uses and Ethics of Social Media Marketing (SMM)?

- Southwest Airlines and US Airways a Dialogic Analysis of Twitter Accounts Rachel Clapp, Wake Forest University
- Diffusion of Innovations and Facebook: A viable source for Marketing J. Grant Cupp, West Virginia University
- Mining Social Media Posts for Market Data: A new ethical dilemma? Robert Berkman, Keuka College

11:30: Panel 2 – Can Social Media Predict and Change Behavior?

- Cyberactivism and the Challenges of Social and Political Change: The case of Saudi Arabia Anas Alahmed, Indiana University
- Encoded Exposure to Tobacco Use in Social Media Predicts Subsequent Smoking Behavior Brian G. Southwell, RTI International and University of North Carolina at Chapel Hill; Jacob B. Depue, Professional Data Analysts; Anne E. Betzner, Professional Data Analysts; Barbara M. Walsh, Connecticut Department of Public Health

12:30: LUNCH BREAK (on-campus, eateries nearby)

1:30: KEYNOTE (Ingle): How the Web Changes Everything

- Clay Shirky, a new media expert who analyzes the social and economic effects of Internet technologies, faculty member at New York University and author of six books including Here Comes Everybody: The Power of Organizing Without Organizations

2:15: Panel 3 – Social Media and Communication in Relationships, for Social Support and in Journalism and Education

- Time Issues in our Communication using Facebook Ellen Taricani, Penn State University
- The Role of Social Capital and Social Support in the Phenomenon of Mommy Bloggers Federica Fornaciari, University of Illinois at Chicago
- Social Media Use within Mass Communication and Journalism William Hart, Norfolk State University

3:45: Bonus Panel: What the News Needs Now

- Leaders of various regional media organizations discuss the skills and qualities they're looking for in prospective job candidates in this social

media-saturated world. (Organized by RIT Lecturer Seby Wilson Jacobson)

4:30: KEYNOTE (Ingle): Predicting the Future: What's Next on the Social Web?

- Maggie Fox, CEO and founder of Social Media Group, established in 2006 in Toronto – an agency that helps businesses navigate the new socially engaged Web.

5:15 Symposium ends/ Networking begins in Ritz SportsZone

For Students Track – Campus Life Center #1010/1015