

PUBLIC RELATIONS DIVISION SCHEDULE

San Francisco

AEJMC 2015

1 p.m. to 5 p.m. Social Media Measurement: Essentials for the Classroom and Profession, Sponsored by the Institute for Public Relations

CLUB ROOM - 2nd LEVEL

Pre-registration Required

Trying to get a handle on social media measurement for your classes?

Our pre-conference will feature hands-on demonstrations of social media measurement features, examples of classroom projects, and a glimpse into the future of social media measurement by a panel of professionals. The pre-conference is co-sponsored by the Public Relations and Mass Communications and Society divisions.

The format includes an educator panel, round table demonstrations and a professional panel.

The educator panel will feature Michele E. Ewing, Kent State University; Tina McCorkindale, IPR; Melissa Adams, North Carolina State, and Juan Liu, Wayne State, and include the following topics:

- Social media measurement 101
- Creating online social media dashboards that connect with communication strategies
- How to create client listening reports using social media
- Big data in social media research
- Engaging influencers and measuring empowerment in social media

Moderating/Presiding: Patricia Swann, Utica

Part I — Teaching Social Media:

Essentials for the Classroom

Tina McCorkindale, Institute for Public Relations

Melissa Adams, North Carolina State

Michele Ewing, Kent State

Juan Liu, Wayne State

Part II — Round table demonstrations

- **Google Analytics** - Melissa Adams & Carolyn Kim
- **Hootsuite Analytics** - Michele Ewing & Emily Kinsky
- **Twitter metrics**- Juan Liu & Karen Freberg
- **Facebook Insights** - Tina McCorkindale & Melissa Janoske
- **Cision** - Pat Swann

Professionals will be at the roundtables for a Q&A opportunity, as well.

Part III — Professional Panel:

Reflections about Teaching Social Media Measurement and Where Social Media Measurement is Headed

Michael Brito, Head of Social Strategy, WCG

Logan Cullen, Vice President of Measurement and Insights, Edelman
Brian Gendron, Senior Business Leader of Worldwide Communications, MasterCard

Sara Hassell, Corporate Communications Social Media Strategy Lead, Wells Fargo

Sponsor:



The SCIENCE Beneath the ART
of PUBLIC RELATIONS™

WEDNESDAY, AUG 5

7-8:30 p.m. Public Relations Division Social

S&R LOUNGE

55 5th St

Pre-registration Required

Directions: Meet the Social team in the lobby at 6:55 p.m. Alternatively, from the hotel's Mission Street exit, take a right onto Mission Street and travel approximately 800 feet. Take a right onto 5th Street, travel approximately 300 feet. S&R Lounge will be on your right.

Hosting: Denise Bortree, Pennsylvania State

Public Relations Division members, friends and family are cordially invited to attend the annual off-site social reception. At this year's event, we will celebrate the PRD's 50th anniversary. It will take place at S&R Lounge (short for "salvage and rescue") in the Hotel Zetta San Francisco, a 5-minute walk from the conference hotel. A taste of San Francisco, S&R Lounge features an award-winning chef and is "set to a tune of Silicon Valley start-up speak."

Registered guests may show their badges to receive one free drink ticket upon entrance while supplies last; a cash bar will be available at all times. Light hors d'oeuvres will be served.

Join us for networking, socializing, book raffles, door prizes, special guests and a celebration of 50 wonderful years of PRD service to AEJMC.

Many Thanks to our PRD Social Sponsors

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