8:30 to 9:00 a.m.  | REGISTRATION..................................................................................................................Campus Center, 4th Floor

9:15 to 10:30 a.m.  | OPENING KEYNOTE....................................................................................................................Room 450 BC

  30 Tweets That Will Make You Better at Social Media | Matthew Kobach, The New York Stock Exchange

10:40 to 11:25 a.m.  | BREAKOUT SESSION: ROUND ONE...........................................................................................

  Social Media for an Army of One | Jamila Walker, Old Dominion University | Room 409
  Learn the tactics and life-hacks to improve your social media efforts when you’re a team of one.

  Earn the Click | Allison Carter, The Indianapolis Star | Room 450 A
  Learn how to use analytics to create content that people want to engage with — and how to tie those clicks to measurable goals.

  Funnels of Love – Using Video, Engagement Audiences and New Features to Elevate Your Social Ads | Clayton Norman, IU Studios | Room 307
  Put the power of video and new features on Facebook to work to cultivate warm audiences and nail your marketing goals.

11:30 a.m. to 12:15 p.m.  | BREAKOUT SESSION: ROUND TWO..........................................................................................

  Managing Brand, Voice, Messaging Across Multiple Accounts | AT Bossenger, Indiana University OEM | Room 307
  Learn how the Office of Enrollment Management has taken to managing a plethora of messaging with 15 accounts across five separate brands.

  Give that Dawg a ‘Gram | Jamie Lewis, University of Georgia | Room 450 A
  Learn how you can use social media ambassadors to spread key brand messages and present an authentic look at student life.

  Funny Content Is Serious Business | Rachel Terlep and Morgan Campbell, IU Studios | Room 409
  Learn how to use humor, emotion and storytelling to create great content, build community and advance your brand.

12:15 to 1:30 p.m.  | LUNCH KEYNOTE.....................................................................................................................Room 450 BC

  Using an Instagram Story to Address Sexual Assault & Other Big Topics | Jon McBride, BYU

1:40 to 3:40 p.m.  | WORKSHOPS..........................................................................................................................

  Crisis Comms Gets Social | Indiana University Expert Panel | Room 307
  Are your social media and communications teams ready for when a crisis strikes? Communicators from IU campuses discuss crisis comms, take your questions and help you craft your social media crisis comms strategy.

  Advanced Story Techniques – How You Can Put Ephemeral Content to Work for Your Brand | Matthew Kobach, The New York Stock Exchange | Room 450 A
  Get hands-on training in the most valuable real estate in social media — stories.

  You Get a Framework! Crafting Strategy, Goals and Metrics | Erin Supinka, Dartmouth University | Room 308
  Learn how Dartmouth built out its current social media strategy and measured success.

  Avoiding Instagramnesia: Learn from the Past, Live in the Present, and Prepare for the Future on the Social Platform that Is Social Media for Your Current and Prospective Students | Jon McBride, BYU | Room 409
  Step back and take some time to examine your content strategy and storytelling on Instagram in a collaborative environment.

3:45 to 4:15 p.m.  | OFFICE HOURS..........................................................................................................................Room 450 A

  Sign up to consult with one of our social media experts during a 15-minute one-on-one session.
NEED HELP NAVIGATING?

View this map of the IUPUI Campus Center

360 CAMPUS TOURS

Grab your new VR goggles and check out our campus tour videos.

IU Bloomington: go.iu.edu/iub360
IUPUI: go.iu.edu/iupui360

GET CONNECTED

Simply log on to the IU GUEST network and, when prompted, enter your email address to get connected.

SOCIAL PLAYBOOK

Looking for some social tips and tricks? Download our 2019 Social Media Playbook.

go.iu.edu/smplaybook

GET SOCIAL

It’s a social media summit – so get social! Share all of your photos, observations and nuggets of information with the hashtag #IUSocial.