

Upcoming Events

Mark your Calendars!

THERE ARE GOOD DAYS AND BAD DAYS: HOW SOCIAL MEDIA AND WEB ANALYTICS ARE USED BY A PUBLIC UNIVERSITY TO INFORM REPUTATION MANAGEMENT STRATEGIES AND TACTICS



Social media has played an important role, creating both good days and bad days for the University of Illinois at Urbana-Champaign this past year. The March Central Illinois PRSA chapter meeting will feature a panel to discuss many ways social media and web analytics have been used to shape the university's response to crises and to engage external publics.

The panel will feature Joe Yun, leader of social media analytics for Technology Services at the university, and Nate Hartmann, chief creative strategist for Yellow Box. Yun leads the team that collects and analyzes social media content that mentions the university and social media content produced by university employees. Hartmann worked as a consultant for the university, and has extensive expertise in combining earned, social and paid media in campaigns.

The panel will be moderated by John G. Wirtz, Ph.D. Assistant Professor of Public Relations in the Charles H. Sandage Department of Advertising at the University of Illinois.

Central Illinois PRSA Chapter presents...

Date:

Wednesday, March
2, 2016 @ 6:00 p.m.

Cost:

\$30 for member and
students / \$35 for
non-members

Dinner:

Buffet dinner
provided

RSVP by February 26 :

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LOCATION:

ISU Alumni Center
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Free Parking