

Social Media Collaborative @UT

strategy • listen • influence • engage • measure • convert

Tuesday, December 1, 2009 • 8:00 a.m. – 5:00 p.m.
AT&T Executive Education and Conference Center
Amphitheatre - 204

hosted by:

Paul Walker - Office of the President
Nyleva Corley - Office of Public Affairs
Lisa Crider - College of Communication

8:00 Coffee & Networking

8:30 Welcome & Context
Paul Walker - *Special Assistant to the President*

Strategy: Achieving UT and Unit Goals & Objectives

8:45 The Landscape - *Why Social Media is Vital to UT and Its Future* 45 min.
S. Craig Watkins, Ph.D. - *Associate Professor, Radio-TV-Film*

UT's Social Media Framework - *A Strategic Approach* 30 min.
Paul Walker - *Special Assistant to the President*

Listen: Understanding the Online Conversation

10:00 *Executive Summary of the Online Conversation around UT* 20 min.
Nyleva Corley - *Manager, Web & Social Media, OPA*
and Dorian Walker - *UT Senior*

10:20 Break

10:35 *The Listening Process & Tools - The Key to Effective Social Media* 20 min.
Brittany Paxman - *UT Senior and Online Analyst*

Q & A

Influence: Creative Ways to Activate Influencers

11:15 Case Study: *Poe Mania - From Goth to Geezer* 20 min.
Jen Tisdale and Alicia Dietrich, *Public Affairs, Harry Ransom Center*

Activating Influencers Online and Offline 20 min.
Tim Hayden, *CEO, GamePlan*

Q & A

Social Media Channels and Technology

12:15 Lunch - Ballroom Salon A & B (3rd Floor) 60 min.

12:30 Social Media Platforms - *What's Hot and What's on the Horizon*
Keene Haywood, Ph.D., *Manager, Computing Services, CIE*

Engage: Creating Value-Based Relationships with Alumni

1:15	<i>The Social Media Equation, $p = mv$</i> Dave Wenger, <i>Director, McCombs School of Business</i> Jason Molin, <i>Webmaster, McCombs School of Business</i>	20 min.
	<i>Best Practices in Building an Engaged Facebook Fanbase</i> Brooke Hovey, <i>Managing Director, Cohn-Wolfe Digital</i>	20 min.
	Q&A	
2:15	Four UT “Engage” Programs Learn about KNOW <i>David Holston, Director, OPA</i> Texas iPhone App <i>John McCall, Assoc. V.P., Development</i> The Ideas of Texas <i>Geoff Leavenworth, Special Assistant to the President</i> Master Class <i>Marsha Miller, OPA &</i> <i>Juan Garcia, Video & New Media Producer, Faculty</i> <i>Innovation Center, Cockrell School of Engineering</i>	40 min.
	Q&A	
3:15	Break	

Performance Management

3:30	<i>From Analytics to Performance Management</i> David Cook, <i>Director, ITS</i> and <i>David Holston, Director, OPA</i>	20 min.
	<i>Best Practices in Performance Management</i> Sean McDonald, <i>Principle, Ant’s Eye View</i>	20 min.
	Q&A	

Wind Down & Wrap Up

4:30	Brainstorming Session - Working Together Across UT <i>Lisa Crider and Paul Walker</i>	30 min.
5:00	Networking and Adios!	