

The Perks, Perils, and Possibilities of Social Media

Milena Radzikowska (Info Design)
Peter Ryan (Public Relations)
Sally Haney (Journalism)

Workshop hashtag **#SocialMRU**





Sally Haney
@sallyhaney Follows you

Mother. Partner. Teacher. Scholar.
Storyteller. Friend. Feminist. Inquirer.
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calgaryjournal.ca

Joined October 2009

@sallyhaney



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@prnetworks Follows you

Peter Malachy Ryan, PhD -- Assistant
Professor, Public Relations
[@MountRoyal4U](http://MountRoyal4U). Political comm, Internet
research, social media. Retweets are not
endorsements.

Calgary, AB (#yeg + #yyz too)

prnetworks.blogspot.com

Joined March 2008

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Dr Milena Radzikowska
@DrRadzikowska

Refugee. Feminist. Designer and
Professor. Lives on traditional territories
of the Blackfoot and the people of Treaty
7 region in Southern AB. She / her.

Alberta, Canada

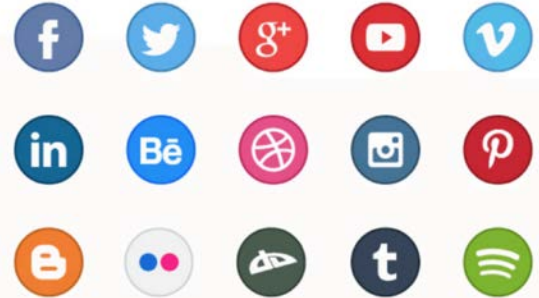
milena-radzikowska.com

Joined August 2012

Born December 14, 1976

@DrRadzikowska

What?
Why?
How much?



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What you asked us to cover:

1. Achieving maximum effect as an academic

(Peter, 10ish min)

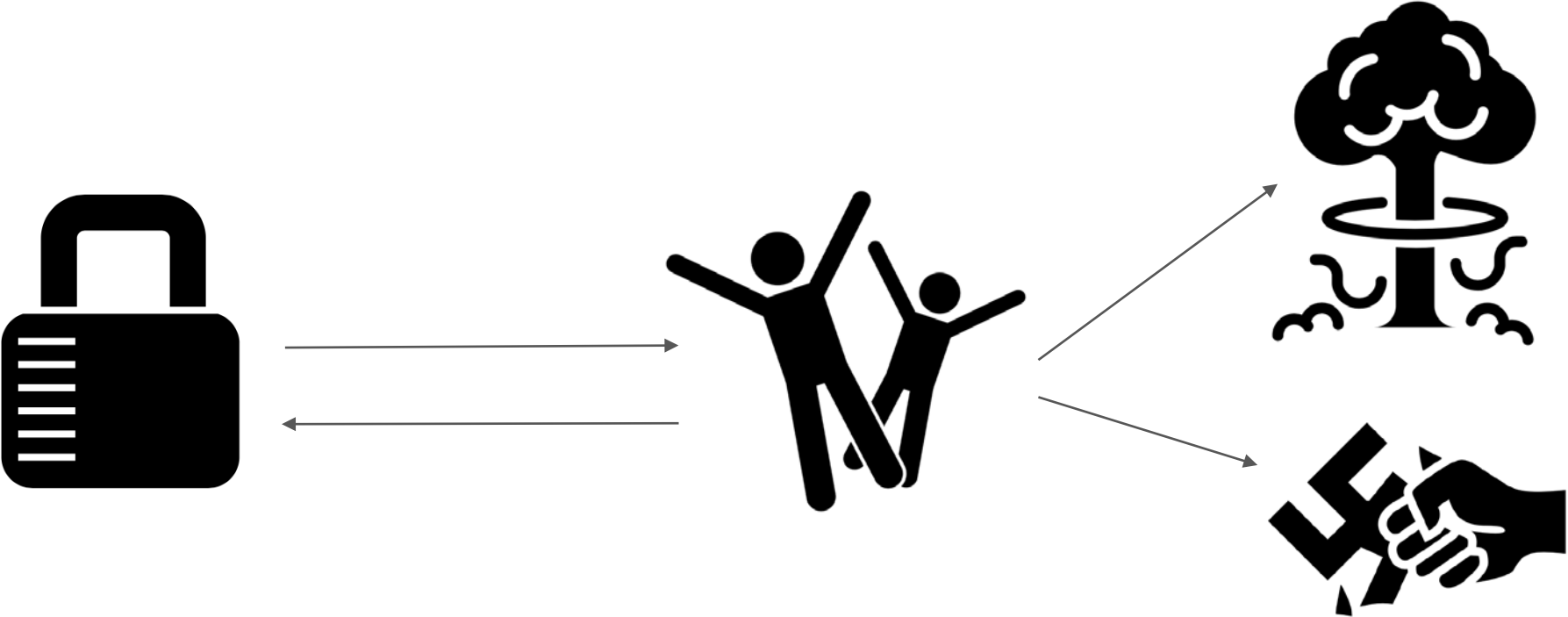
2. Safety (there's no such thing) & privacy

(Milena, 10ish min)

3. How to? What's a good post?

(Sally, 10ish min)

Safety (there's no such thing) and privacy



Ignore?

Engage?



Writing
social:

What's a
good post,
anyway?



Break (15 minutes)

Upon return:

- ❑ SM networking activity (All)
- ❑ Table work: 20 minutes, with option to switch and join new tables at 20- and 40-minute mark

Table 1: Writing a great bio & post (Sally)

Table 2: Getting started: Platforms and use (Milena)

Table 3: Social media in the classroom (Peter)

Debrief and Final Questions.

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TOOLS AND RESOURCES!

> Link to workshop materials in our Google drive folder:

<https://drive.google.com/open?id=1nk1K5rUbsrkyxunNfhqxtM-2Zj-BBpMa>

> Information Overload - Keeping Communication Professional in the Digital Age.

Peter Ryan's Prezi: <https://prezi.com/axxezjvtsu-/information-overload/>

> Further self study suggestions - Social Media Analytics Course (or using planners to drive traffic to one site, like Buffer, Buzz Sumo, or Hootsuite):

<https://www.msn.com/en-ca/money/topstories/20-easy-courses-that-will-look-amazing-on-your-resume/ss-BBNOhCq?li=AAgNb9#image=8>

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