

#UTSMW17

@UTSMW

UT SOCIAL MEDIA WEEK

Feb. 27 - Mar. 2, 2017



All sessions will be held in Scripps Lab Theater except where noted. Most sessions will be live-streamed at <https://www.youtube.com/user/utkcci>.

Monday, February 27, 2017: Politics, Press and Privacy

10:00 a.m. UTSMW 2017 Kickoff and Mayoral Proclamations

- 10:30 - 11:45 a.m.** Algorithmic Servants or Algorithmic Tyranny: Living With a Predicted Future
- 4:00 - 5:30 p.m.** The Wealth of Information and the Poverty of Attention

Tuesday, February 28, 2017: Brick by Brick: Using Social Media to Build a Brand

- 9:40 - 10:55 a.m.** "Manning" Your Reputation: How to Use Social Media to Grow Your Online Presence
- 12:40 - 1:55 p.m.** Info Made Simple: How to Create and Use Infographics to Increase the Value of Your Brand
- 2:10 - 3:25 p.m.** Getting Paid to Get Up for College GameDay

Wednesday, March 1, 2017: Social Media Careers

- 10:10 - 11:30 a.m.** Inside the Food Fight: World Food Championships Case Study
- 12:40 - 1:55 p.m.** Where We're Trending: The Future of Social Media Isn't What it Used to Be. It Never Was. But Don't Worry - It Will Be One Day.
- 2:00 p.m.** Crawl (Don't Walk) to UTSMW 2017: Explore Agency Life in Downtown Knoxville

Thursday, March 2, 2017: Crisis Management and Contrarian Commentary

- 9:40 - 10:55 a.m.** Putting out fires: Using Social Media in the Aftermath of the Sevier County Wildfire Crisis
- 11:10 a.m. - 12:25 p.m.** Brand Building and Community Development for Content Creators by Using Social Media
- 3:30 p.m. - 4:45 p.m.** CCI Social Media Research Roundtable
- 5:30 - 7:00 p.m.** How to Go from Zero Readers to Over a Million a Day: My Online Writing Life - Clay Travis, Alumni Memorial Building