

HOFSTRA CULTURAL CENTER

presents

SOCIAL MEDIA



Social Media: Transforming Communication at Work and in the Public Sphere



Wednesday, February 15, 2017

10 a.m.-8 p.m.

Social media and technology have shaped the world dramatically over the past few years: how we work, how we socialize, how we advocate, and how we understand the world around us. This symposium looks at social media in recruitment, hiring, and performance management, as well as social media and work-family balance/stress, the delivery of news, the formation of public opinion, and how we process information and understand issues.

Schedule:

10 a.m. Social Media for Advocacy and Persuasion

A panel of public relations, nonprofit and advocacy experts will gather for a conversation on how social media can drive policy and persuasion. Join moderator **Jeff Morosoff**, director of Hofstra's graduate program in public relations, and panelists **Donna Jannine** of the Suffolk County Police Department, **Eric Alexander** of Vision Long Island, **Neela Lockel** of the American Red Cross, and **Saskia Thomson** of the Tourette Association of America, who will engage participants in a lively discussion of the implications — both positive and negative — that social media has and will have as a tool for advocacy.

Guthart Cultural Center Theater, Axinn Library, First Floor, South Campus



11:15 a.m. KEYNOTE ADDRESS:

Dr. Sherry Turkle

Dr. Sherry Turkle, the Abby Rockefeller Mauzé Professor of the Social Studies of Science and Technology at Massachusetts Institute of Technology, and the author of *The Second Self: Computers and the Human Spirit* and *Alone Together: Why We Expect More From Technology and Less From Each Other*, discusses the effects of rapidly advancing technology on human social behavior.

Fortunoff Theater, Monroe Lecture Center, South Campus

3 p.m. The New Social Media: Protecting Yourself From Fake News

Trust and truth are facing major challenges in the digital age as consumers navigate a radically altered media environment. Knowing who and what to trust on social media is a key skill for consumers and creators of information. Join **Kelly Fincham**, Hofstra associate professor of journalism, media studies, and public relations, and **Claire Wardle**, executive director at the nonprofit First Draft, for a workshop and discussion on verifying information on social media. Wardle, one of the world's experts on user-generated content, joined First Draft from Columbia University where she was research director at the Tow Center.

Guthart Cultural Center Theater, Axinn Library, First Floor, South Campus



4:30 p.m. Social Media, the Law and Hiring

Join us for a panel that includes Jackson Lewis attorney **Ian Bogaty**, **Tamar Senderowitz**, Columbia University, and Hofstra industrial organization psychology professors **Comila Shahani-Denning** and **Kevin Nolan**. Panelists discuss research, practice and legal issues related to social media in hiring. We consider the use of LinkedIn in hiring, as well as the legal implications of relying on social media for data on applicants or even for sourcing candidates.

Room 106 Calkins Hall, South Campus

6:30 p.m. Managing Your Social Media Presence

Hofstra's Career Center runs this interactive session that guides job applicants in their social media branding. The concentration is on managing a candidate's social media presence, with a particular focus on getting the most out of a LinkedIn account. The session also features a recruiter from one of Hofstra's employer partners, who provides an employer's perspective on how to stand out in an applicant pool.

Room 106 Calkins Hall, South Campus

*In collaboration with Hofstra's MA Program in Industrial/Organizational Psychology;
Department of Journalism, Media Studies, and Public Relations; and the Hofstra Career Center.*

These events are FREE and open to the public.

For more information, please contact
the Hofstra Cultural Center at **516-463-5669** or visit hofstra.edu/culture.



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