

IYLEP at VCU 2011

Social Media Networking and Intercultural Understanding

Academic Course Calendar

Summer 2011

Date/Time/Topic/Activity

June 26 - July 1 Washington, D.C.

July 1 (Fri) Travel to Richmond

July 2 (Sat) Welcome at School of Mass Communications

Week 1

July 4 (Mon)

Holiday – no class

July 5 (Tue) 10am-1pm

Program introduction

Social media in the United States

How to blog: best practices

Selection of social media projects

July 6 (Wed) 10am-1pm

Social media tools and techniques

Organizational branding through social media (Jonah Holland, winner of a national Short Award for her use of Twitter and an expert in blogging and other social media)

3pm-5pm Tour of media organization (RTD)

July 7 (Thu) 10am-1pm

Meeting with non-profit clients

Opinion leadership online (speaker to be determined)

Week 2

July 11 (Mon) 10am-1pm

Developing social media project strategies

Community leadership skills (Myra Goodman Smith, president and CEO of Leadership Metro Richmond; and Dr. Haywood Spangler, LMR's director of education)

July 12 (Tue) TBD

Visit of non-profit clients' offices

July 13 (Wed) 10am-1pm

Podcasting and audio production

Strategies for non-profit organizations (John Sarvay, communications and leadership consultant)

3pm-5pm Tour of media organization (NBC 12)

July 14 (Thu) 10am-1pm

Web video production and distribution (Tim Bajkiewicz, broadcast journalism professor)

Capstone project: Developing a rationale for social media project in Iraq

Week 3

July 18 (Mon) 10am-1pm

Measurement of social media (Kendall Morris and Chris Busse of Fahrenheit Technology)

Leadership success factors (professor with VCU's L. Douglas Wilder School of Government and Public Affairs or University of Richmond's Jepson School of Leadership Studies)

July 19 (Tue) 10am-1pm

Project work on social media campaigns

3pm-5:30pm Richmond Action Dialogues – conflict resolution

July 20 (Wed) 10am-1pm

Developing social media applications (Marc LaFontaine, community director for Tumblr; possibly Robb Crocker, multimedia journalist and educator)

July 21 (Thu) 10am-1pm

Project presentation preparation

Capstone project: Finalizing the strategy for social media project in Iraq

Evening: Networking event with the Social Media Club

July 22 (Fri) 10am-noon *Tour of media organization (WRVA Radio)*

Week 4

July 25 (Mon) 10am-1pm

Personal branding with social media (Ryan Nobles, anchor for NBC12 and expert in social media)

Capstone project: Presentation of strategy for social media project in Iraq

July 26 (Tue) 10am-1pm

Project work on social media campaigns

July 27 (Wed) 10am-1pm

Project work on social media campaigns

July 28 (Thu) 10am-1pm

Dave Saunders, president and “Chief Idea Officer” for the advertising firm Madison + Main

Project work on social media campaigns

5pm-8pm Project presentations to Social Media Club of Richmond, networking reception with clients

Academic directors:

Dr. Marcus Messner (mmessner@vcu.edu)

Professor Jeff South (jcsouth@vcu.edu)

Lectures: 500 Academic Centre, 500 N. Harrison St, Room 1110

This schedule is subject to change.