



Australia's
Global
University

Social Media Day Program

29 July 2019



SOCIAL MEDIA DAY

Get tickets at
unsw.to/smd

Time Session

MORNING SESSIONS PASS

Social Media Day welcome

Craig Reucassel and Fiona Docherty

9:00am -
11:15am

The future of higher education is social

Simon Kemp

How social media is changing everything (for the better?)

Simon Kemp, Darren Goodsir and Prue Cox

Includes morning tea

LUNCH SESSIONS PASS

Transforming UNSW's social media impact – becoming Australia's No. 1 university on social

Jack Breen

11:15am
- 2:30pm

Social media for WORK, not (just) play - How your personal and professional brand can make an impact

Professor Emma Johnston, Professor Darren Saunders and Professor Caroline Ford

The evolution of media –

BIG ideas made simple and how to cut through the noise

Rae Johnston

Includes lunch

AFTERNOON MASTERCLASSES PASS

Turbocharge your Twitter and LinkedIn – leveraging key channels to increase collaboration and drive research outcomes

2:30pm -
5:45pm

John Wenborne and Dan Wilkinson

Instagram Stories and bite-size video content – storytelling, impact and the video (r)evolution

Jake Willis and Dan Wilkinson

Networking drinks

Morning Sessions Pass

9:00am - 11:15am



Social Media Day welcome

Special guest MC Craig Reucassel (ABC, The Chaser) and Fiona Docherty, Vice-President External Relations, introduce our inaugural UNSW Social Media Day and discuss the crucial, dynamic role that social media will play as we drive towards 2025 and beyond.



The future of higher education is social

Singapore-based digital consultant and analyst Simon Kemp (Kepios, We Are Social) sets the scene of the social media landscape, and shares examples of how people are using it around the world for academic purposes. Simon has worked with many of the world's best brands, helping them put social at the centre of their communications. Building on existing research, he'll explore how you can increase their citations and connect with peers around the world, encouraging you to broaden your perspective about what's possible for collaboration and dissemination of information.

Using examples from higher education institutions around the world, he'll share tips on building a solid personal profile online and explain how long it takes. Simon will show you how to create engaging content - moving from sharing dry, dated 'social tiles' to a narrative, storytelling approach to communicating online. We'll dive into how it's important to break down your big pieces of work into digestible bite-sized chunks of social content.



How social media is changing everything (for the better?)

Social media veteran and data geek Simon Kemp, and former *Sydney Morning Herald* Editor-in-Chief and UNSW Chief Communications Officer Darren Goodsir, will join Prue Cox from LinkedIn to chat about why social media is important to them, how it has impacted their careers, the way it has evolved how they tell stories, and how to keep your finger on the pulse in a rapidly changing digital landscape.

Lunch Sessions Pass

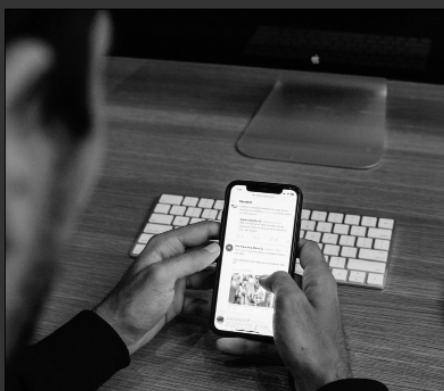
11:15am - 2:30pm



Transforming UNSW's social media impact – becoming Australia's No. 1 university on social

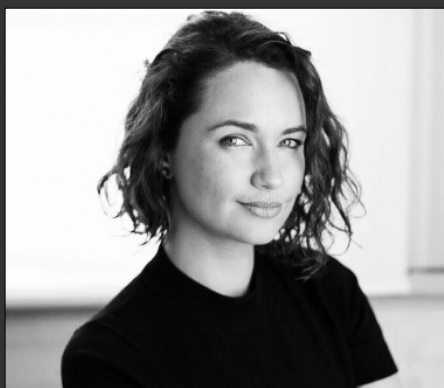
Social Media Lead Jack Breen (UNSW, We Are Social) shares our journey of the past year - building a strategy and central social media team to position the university as a global thought leader, driving aspiration for bright minds to study here, academics to work here and unleashing pride in our students and alumni.

UNSW has become the No. 1 one university in Australia on social media, helping to build our global profile and reputation. How did we get here, what's next and how can YOU help?



Social media for WORK, not (just) play – how your personal and professional brand can make an impact

Professors Emma Johnston, Darren Saunders and Caroline Ford share their firsthand experiences of how they've used social media platforms throughout their academic careers, and discuss the benefits of leveraging your own online profile to champion research, collaborate better with peers and drive change.



The evolution of media – BIG ideas made simple and how to cut through the noise

Rae Johnston, the editor of youth online publication Junkee, brings her wealth of experience as a tech, science, gaming and entertainment journalist to Social Media Day. She shares her gold nuggets on how to make big ideas simple(r), disseminate content on digital platforms and how to create impactful, bite-sized content to cut through the noise and capture audience attention.

Afternoon Masterclasses Pass

2:30pm - 5:45pm



Turbocharge your Twitter and LinkedIn – leveraging key channels to increase collaboration and drive research outcomes

LinkedIn's John Wenborne and global award-winning social media strategist Dan Wilkinson provide a masterclass on LinkedIn, Twitter and the most important tips, tricks and tools for personal and professional brand building.

Polish your professional profile in 20 minutes, create and curate content that will blow your peers out of the water and amplify your profile at scale.



Instagram Stories and bite-size video content – storytelling, impact and the video (r)evolution.

We discuss the power of bite-sized video, showing you why your videos should be compact and relatable. We also discuss how to create a better video brief. Plus, we explore how Instagram Stories is changing the game in the world of social storytelling.

UNSW in-house video producer Jake Willis cuts through the noise and shows the important things you need to know to create compact and inspirational bite-size content to drive research and results through storytelling.

Dan Wilkinson walks us through the evolution of content from Newsfeed to Stories. Using higher education case studies, Dan explores Instagram Stories cheats and the new ways we can tell stories through this platform.



Networking drinks

An opportunity to meet with speakers and panellists from the day, chat with UNSW's social media specialists and discuss your learnings with your colleagues. Drinks and canapés provided.