

Day 1 - September 14, 2022

0830 - 0930 : Welcome and Overview of the Digital Communication Landscape for Military Practitioners - Mr. Kuande Hall, Program Manager, Social Media Training Office, DINFOS

0945 - 1045 : Development of Social Media Strategies, Dr. Regina Luttrell, Associate Dean for Research and Creative Activity, Syracuse University S.I. Newhouse School of Public Communications

1100 - 1200 : Digital Tools in an A.I.-Centric World, Dr. Regina Luttrell & Jason Davis, Research Professor for Office of Research and Creative Activity, Syracuse University S.I. Newhouse School of Public Communications

1200 - 1300 : LUNCH

1300 - 1400 : Branding/Messaging Across Multiple Platforms, Laura Rychlik, Social Media Strategist, Hootsuite

1415 - 1515 : DOD Social Media Policy, Andy Oare, OSD(PA)

1530 - 1630 : Analytic and Data Analysis, Rafael Tercarolli, Principal of the Business Value Team, Hootsuite

Day 2 - September 15, 2022

0830 - 0930 : Social Media Research, Staying Current in an Ever-Changing Environment, U.S. Army Major Stephen Von Jett, Public Affairs and Communication Strategy Instructor, DINFOS

0945 - 1045 : Integrating Social Media Training Into PA/CommStrat Roles

1100 - 1200 : Mis- and Dis- Information and Social Media, U.S. Army Major Joseph Huitt, Joint Forces Cyber Command

1200 - 1300 : LUNCH

1300 - 1400 : Social Media and Audience Identification, Nick Martin, Social Listening and Engagement Program, Hootsuite

1415 -1515 : The Future of Social Media Communications, Makana Chock, Professor of Communications & Dan Pacheco, Chair in Journalism Innovation, Syracuse University S.I. Newhouse School of Public Communications

1530 - 1630 : Closing Remarks and Discussion, U.S. Army Colonel Richard McNorton, Commandant, Defense Information School