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Social Media Days at UMass Boston

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Hosted by Professor Werner Kunz, Social Media Days is envisioned to be a meeting place and networking hub for Boston businesses and organizations interested in Social Media. This daylong event combines presentations from high profile speakers with breakout discussions/small group workshops. Attendees can expect high quality and knowledgeable speakers and an increased amount of face to face interaction.

Social Media Days strengthens the connection between UMass Boston and the local business community through an engaging day long event.

The last event, which took place in November of 2013, hosted 190 attendees. Attendees included local businesses, organizations, academia, and UMass administration.

Local business sectors: Health & Hospitality, Marketing & Consulting, Non-Profit, Public Service, IT, and Real Estate.

Speaker representatives: Google, Yelp, ZipCar, LevelUp, Boston.com, and local celebrity BostonTweet.

This year’s topic is “Using Social Media to Build Meaningful Relationships.” The event is scheduled to take place on May 14th, 2014 at the Campus Center.

The event objective is to answer the following questions:
• How can you build relationships through social media that last longer?
• What can social media do for your customer base?

Goal: Create a measurable connection between UMass Boston and Boston’s business community.

Program includes:
• Lecture style presentations
• Breakout sessions
• Networking opportunities
• Face to face interactions

Partnership Information

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This event is hosted by the College of Management and the Office for Community Relations at UMass Boston.