

## 2018 SPSSI Policy Workshop

### Bringing Research to Policy: Building a Social Media Presence

Pittsburgh Marriott City Center, Rivers Room | Thursday, June 28, 2018

8:30 am:

Breakfast available just outside of the Rivers Room. Policy Workshop attendees may check in here for the workshop and pick up their conference badges when they check in to the workshop.

9:00 am:

Welcoming remarks from *Linda Silka*, SPSSI Council Member and Chair of the SPSSI Policy Committee, who will kick-off the workshop by asking **“Why should we—we—as scholars, scientists, educators, students, and professionals—use social media, and why do we struggle with venturing into this space?”**

9:15 am:

Presentation by *Cyndi Lucas*, SPSSI’s Communications Director, entitled **“Identifying your purpose for using social media, taking stock of where you stand now, and deciding where you would like to grow”**

9:30:

Facilitated small group discussions led by *Linda Silka* and focused on the following question: **“Why do I want to engage with social media, and what are some of the challenges I (and other psychologists) might face?”** (see handout 1)

10:15:

Break

10:30 am:

Short film showing, followed by a discussion with *Tamara Whiting*, Founder and Executive Director of the community-based organization SisterFriend, and *Jessie Burke*, PhD, Associate Professor and Associate Chair of Behavioral and Community Health Sciences and Associate Dean for Education at the University of Pittsburgh Graduate School of Public Health. Discussion topic: **“Using social media in partnership with community-based organizations to address social issues”**

11:30 am:

Panel discussion entitled **“How to get involved in social media through your professional societies, publishers, and universities”**

Panelists:

- *Ben Blankenship*, PhD Candidate at The University of Michigan (moderator), who was recently featured in a SPSSI research video
- *Keon West*, DPhil, Lecturer in Psychology at Goldsmiths College, University of London, SPSSI Council Member and Chair of SPSSI’s Communications Committee
- *Noelle Malvar*, PhD Candidate at The Graduate Center – CUNY, and “Policy and Applied Work Focus” Member of SPSSI’s Graduate Student Committee
- *Josh Hendrick*, Marketing Manager at John Wiley and Sons, SPSSI’s journal publisher
- *Shannon Wood*, Legislative Assistant, APA Public Interest Directorate

12:30 pm:

Lunch with SPSSI Diversity Workshop attendees and Members of SPSSI’s Council

1:30 pm:

Afternoon small-group workshops, led by *Ben Blankenship* (see handouts 2, 3, and 4)

1. **“Your digital presence” activity**
2. **“Using Social Media to Engage Your Target Audience” activity**

2:15 pm:

Small groups report back to the larger group

2:30 pm:

**“Developing a Social Media Strategy for Yourself,”** with *Sarah Mancoll*, SPSSI’s Policy Director (see handout 5)

2:55 pm:

Closing remarks, with *Linda Silka* and *Cyndi Lucas*