

**New York State Communication Association 2011 Annual Conference**  
**October 21-23, 2011**

**Evolving Conversations: Perceptions of Social Networking Websites for Establishing Personal and Professional Connections**

Participants: Susan Jasko, California University of Pennsylvania  
Lucie Fremeau, California University of Pennsylvania  
Jessica Zombeck, California University of Pennsylvania  
Nikki VanDyke, Slippery Rock University  
Rebecca Lowrie, Slippery Rock University  
Alyssa Klosky, Slippery Rock University

Chair: Doug Strahler, Duquesne University/Slippery Rock University

Format: Roundtable/Interactive Discussion

Rationale: This informal roundtable panel will explore how students view social media websites as personal space, but how these same websites are also being connected with curriculum, internships, and job opportunities. During this session, panelist will cover topics pertaining to trends with social media and the changing landscape on how we use social media tools to make connections with business professionals.

Statement of Professional Responsibility:

In submitting this proposal, we recognize this submission is a professional responsibility. We agree to present this panel if it is accepted and programmed. We further recognize that all who attend or present at NYSCA's annual meeting must register and pay required fees.

## **Panel Format**

### **1. Introductions & Overview (5 minutes)**

Each panelist will take a moment to introduce yourself with a brief bio and touch on how you use social media in your daily lives. I will introduce the topic we will be discussing.

### **2. Individual Presentations (45 minutes)\***

Each panelist will have 5 minutes to discuss their point of view on using social networking websites for personal and professional use. Topic areas can touch on:

- How you use these sites for personal and professional
- Goals/objectives/challenges for networking with professionals
- Personal experiences/stories
- Etiquette
- Privacy
- Tips/Successful strategies for networking online

### **3. Open Forum & Questions (20 minutes)**

Panelist can respond to each other's comments & audience members will have the opportunity to comment and ask questions.

\* I set the time to 45 minutes, as opposed to 35 minutes, to give us time in case we need to elaborate.