

DREXEL UNIVERSITY PRESENTS: A SOCIAL MEDIA ANALYTICS SERIES



Looking to improve the performance of your social media campaigns? Not sure how to measure their effectiveness? Come join Drexel University for our Social Media Analytics series. Participants will learn to:

- Operate social media facilities and tools for strategic purposes
- Adapt writing styles for social media platforms
- Measure social media metrics
- Apply instruments to perform analysis to metrics
- Use social media analytics packages

PRESENTERS:

Julian Jarrett, Ph.D.

Research Scientist, Drexel University
College of Computing and Informatics

Kimberley Hemmings-Jarrett

Ph.D. Student, Drexel University
College of Computing and Informatics

Rodrigo Gibson

Communications Manager, Drexel University

DATE AND TIME:

June 19 – 21, 2019
9:00 a.m. – 2:00 p.m.

Course will end at 12:00 p.m. on the 21st

LOCATION:

Drexel DC Center

Lafayette Tower, 801 17th Street, NW.,
Suite 420, Washington, DC

*Conveniently located near the both Farragut West
(Blue line) and Farragut North (Red line) Metro stations.*

COST:

\$1,000 per participant

*Additional savings for groups of 3 or more, Drexel University
Alumni and members/employees of Drexel Partner Organizations*

REGISTER TODAY:

Online.Drexel.edu/SocialSeries