MINNEAPOLIS: Engaging the Media in a Digital World: Social Media

**Terms:**
- Business Wire Local Events
- Minneapolis Social Media

**Location:**
Graves 601 Hotel
601 First Ave. N
Minneapolis, MN, 55403
United States
See map: [Google Maps](https://www.google.com/maps)

**Date and Time:**
10/17/13 11:30 am - 1:00 pm CDT

**Event URL:**

**Registration Link:**
Registration Link Title

**Registration Details:**
Please RSVP to Jane Cracraft at jane.cracraft@businesswire.com or 612.376.7979 by Friday, October 11. Cost is $30 for Business Wire & NIRI members, $45 for all others.

**Speaker(s):**

**Todd Stone**
Assistant Managing Business Editor, Star Tribune Business

**David Fondler**
Business News Editor, St. Paul Pioneer Press
Social media has evolved from a tool connecting friends – to an indispensable platform for breaking news. This shift has spurred unprecedented changes across all forms of media and its impact on newsroom operations has been epic.

Join Business Wire and NIRI Twin Cities for lunch and a fast-paced conversation with our distinguished panel of editors, journalists and reporters who will share their insights on effective media relations techniques with emphasis on social media practices and protocol.

- Learn how social media has changed the way news is gathered and produced.
- Discover how tablets, smartphones, mobile apps and social media have impacted journalists and the newsroom.
- Find out if the pressure to generate page traffic has impacted newsroom workflow process, story types and quality of news.
- Know how reader participation, interaction and comments have impacted news stories.
- Hear about social media related triumphs and blunders, as well as best practices, practical do’s and don’ts, and tips to
help you effectively engage the media today.

**All Day Event:**
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**Language:**
English

**Source URL:** https://newsroom.businesswire.com/event/business-wire-local-events/minneapolis-engaging-media-digital-world-social-media