

USI to host symposium on crisis communications in public health

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The University of Southern Indiana College of Liberal Arts will present “Crisis Communications in Public Health: Difficulties, Realities, Possibilities” at 7 p.m. Monday, February 29 in Carter Hall in University Center West. The symposium will highlight the roles and challenges social media play in infectious disease outbreaks and public health emergencies like Zika virus, dengue fever, and Flint, Michigan. Registration is free and open to the public.

The symposium, based on a Public Relations Society of America (PRSA) webinar, will feature Dr. Glen Nowak, professor of advertising and public relations at University of Georgia, and Kristen Nordlund, health communications specialist at the Center for Disease Control and Prevention, speaking on crisis communications in healthcare and business settings with a focus on the role of social media in crisis situations. Each speaker has firsthand experience in managing communication messages during a crisis.

“USI is pleased to host the 2016 Social Media Symposium coordinated by our academic Communications Department. It is an opportunity to engage our community in such a crucial and relevant discussion,” said Dr. Michael Dixon, interim dean of the College of Liberal Arts.

“Social media isn’t exactly what it appears to be,” said Nordlund. “Every day there is a new platform for widespread communication being used. We are seeing a crisis erupt daily as well, and when traditional communications are down, social media can be used to get information where it needs to go. Any kind of social media should be part of a bigger strategic plan, including an organization’s website.”

The symposium will further explain the critical need for social media during a crises and the types of ethical issues that may arise when using it. Nowak and Nordlund will be available for questions following the presentation.

To learn more about the event, contact Elise Weaver at enweaver@eagles.usi.edu. To register for the event, visit usi.edu/liberal-arts/communications/news/symposium-registration.