

MICHIGAN STATE UNIVERSITY

MSU hosts World Usability Day: Making Social Media Work for You

Contact: Sarah Swierenga, Usability/Accessibility Research and Consulting, (517) 353-8977, sswieren@msu.edu; Carla Hills, University Outreach and Engagement, (517) 353-8977, hillsc@msu.edu

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For Immediate Release

EAST LANSING, Mich. – Michigan State University will join an international celebration on Thursday, November 10, 2011 by hosting the Michigan event for World Usability Day.

“Making Social Media Work for You”, a day-long event hosted by MSU Usability/Accessibility Research and Consulting (UARC), features a distinguished speaker line-up that includes the manager of General Motor Company’s intranet standards and user experiences group, and the social media marketing manager for the Detroit Medical Center hospital system.

Presentations on how to use social media effectively include:

- **“GM in OverDrive,”** by Terence McKinney, **General Motors Company**
- **“The Adventures of @DMC Julian: How a Hospital System Uses Social Media to Reach People,”** by Julian Bond, **Detroit Medical Center**
- **“Mobile and Accessibility in a Multimillion-Dollar Social Media Campaign,”** by Preety Kumar, **Deque Systems**
- **“Identifying Usability Best Practices for Social Media Work,”** by Kamaria Campbell, **ForeSee Results**
- **“Blowing Up the Suggestion Box,”** by Daniel Foster, **TechSmith**
- **“Usable Social Media Analytics: Making Sense of Metrics,”** by Constantinos Coursaris, **Michigan State University**



University Outreach and Engagement

Usability/Accessibility Research and Consulting

Kellogg Center, Garden Level
East Lansing, MI 48824-1022

517-353-8977
Fax: 517-432-9541
usability.msu.edu

This event features a unique blend of research, instruction, and practice among industry, government, and academia.

“We have designed a program that will provide practical application and real-world insight into how to use social media effectively, by experts in the field,” said Sarah Swierenga, director of UARC.

Sponsors joining UARC for this year’s event include: Deque Systems from Virginia; TechSmith from Michigan; Michigan Usability Professionals’ Association – Michigan

Chapter; Michigan CHI; MSU Libraries, Computing and Technology; MSU Office for Inclusion and Intercultural Initiatives; MSU Department of Telecommunication, Information Studies and Media; and, MSU Office of University Outreach and Engagement.

This is the seventh annual World Usability Day event hosted by MSU's Usability/Accessibility Research and Consulting team. Informational tours of the lab and facilities by UARC staff will be available during the afternoon.

World Usability Day was founded in 2005 by the Usability Professionals' Association (UPA) with a mission to increase the public's awareness of the need to make services and products simpler to use. Members of UPA are specialists in evaluating and designing products that are easy to learn and use. Last year's event drew more than 40,000 attendees in 140 cities across 44 countries.

Media Brief

What: World Usability Day 2011, Michigan event

When: Thursday, November 10, 2011, 8:30 a.m. – 3:00 p.m.

Where: MSU Union, Ballroom, Michigan State University

Theme: Making Social Media Work for You

Speakers from: General Motors Company, Detroit Medical Center, Michigan State University, TechSmith, ForeSee Results, and Deque Systems

Hosted by: Usability/Accessibility Research and Consulting at MSU

Further contact information includes:

- <http://usability.msu.edu/events/world-usability-day>
- follow @MSU_UARC
- Tweet with #MiWUD and #WUD2011

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[Michigan State University's Usability/Accessibility Research and Consulting](#) (UARC) is a leader in determining how interaction can be most effective for users of computer software, websites and devices. UARC conducts research, testing, training and consulting in accessibility compliance, usability evaluation, and user-centered design, participating in usability and accessibility communities of practice around the world. It serves industry, academic, and government clients, as well as MSU faculty, students, and organizations.

UARC staff develop grant proposals and conduct studies on interface design, development and implementation, and introduce innovations in theory, research methodology, and technology. UARC is a department of [University Outreach and Engagement](#).

Michigan State University has been working to advance the common good in uncommon ways for more than 150 years. One of the top research universities in the world, MSU focuses its vast resources on creating solutions to some of the world's most pressing challenges, while providing life-changing opportunities to a diverse and inclusive academic community through more than 200 programs of study in 17 degree-granting colleges.

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