



**Euprera Spring Symposium
in conjunction with the Chair Jos Willems**

Theme

**Social Media Goes Mainstream: New challenges for internal communication,
reputation, education and the public sector**

**Ghent, 25-27 February 2010
University College, Arteveldehogeschool**

Call for papers

The themes of the Euprera Spring Symposium 2010 are:

- Reputation and issue management on the social web
- Social media, internal communication and identity building
- Social media and the public sector
- Good practices in PR Education using the social media
- Future Perspectives of social media in public relations

We welcome original research papers (case studies included)

Vetting Committee

Susana Carvalho, Anne-Marie Cotton, Sven Hamrefors, Julia Jahansoozi, Kaja Tampere, Ralph Tench,
Els van Betsbrugge, Jordi Xifra, Philip Young, Ansgar Zerfass

Timing

Abstracts: 14 December

Feedback: 11 January

Full paper: 22 February

Presentation: 22 February

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