

Guidelines for Graduate Students: Social Media and Political Activities



Lisa Lapin
John Stafford

University Communications leaders will provide guidance on the use of social media, including best practices for the use of both university resources and personal channels. They will also discuss university policies regarding political activities, both institutional and personal.

John Stafford is senior director for digital media strategy in Stanford's Office of University Communication. He is responsible for audience engagement and channel strategy, including Stanford's social channels; creative content development; communications insight and analytics; and an internal client-service practice group. He was previously associate director of digital strategy at Stanford's School of Medicine and is an advisor to the Stanford Medicine X conference.

As vice president for university communications, Lisa Lapin provides central strategic communications leadership and counsel to Stanford University. Her responsibilities include public relations, crisis and issues management; brand management; media relations and serving as the university's primary spokesperson. She oversees the Stanford News Service; primary Stanford digital platforms including the web, social media and mobile media; executive communications; internal, community and parent communications; crisis communications; campus visual identity and design. University Communications also houses the daily Stanford Report and the Stanford Video production teams.

MONDAY
April 3rd, 2017
12:30 - 1:20pm
Building 50, 51A



Department of Anthropology
BROWN BAG FORUM