



## Associate Professor in Strategic Communications

Department of Communication  
305B Strickler Hall  
University of Louisville  
Louisville, KY 40292

Email: [karen.freberg@louisville.edu](mailto:karen.freberg@louisville.edu)  
Website: [www.karenfreberg.com](http://www.karenfreberg.com)  
Blog: [www.karenfreberg.com/blog](http://www.karenfreberg.com/blog)  
Cell: (352) 219-7915  
Twitter: @kfreberg

## BIOGRAPHY



Karen Freberg (@kfreberg) is an Associate Professor in Strategic Communications at the University of Louisville.

She is also an adjunct faculty member for the West Virginia University IMC Graduate Online program. Freberg has presented at several U.S. and international research conferences, including ones in Australia, Brazil, China, Ireland, Greece, Italy, Ireland, Slovenia, Spain, Sweden, The Netherlands, and the United Kingdom. In addition to academic conferences, Freberg has presented at professional and trade conferences such as PRSA and SXSWedu. She has been able to attend and work with other professional conferences such as Cannes Lions and Adobe EDUMax.

Freberg is also a research consultant in social media and crisis communications and has worked with several organizations and agencies such as Firestorm Solutions, Hootsuite, Kentucky Derby Festival, IMC Agency, DHS, CDC, National Center for Food Protection and Defense (NCFPD), Kentucky Organ Donor Affiliates, and the Colorado Ski Association. This experience lead her to be a 2015 Plank Center Fellow for General Motors (GM), where her responsibility was to work with the PR and social media teams forming best practices and recommendations on social media measurement strategies and influencer marketing practices.

Freberg has coordinated and advised various companies on the areas of social media pedagogy and certification programs, such as Hootsuite (Advanced Social Media Certification and #HootAmb), Meltwater (certification program), Adobe (EDUMax Thought Leader), and Hubspot (Education program and podcast).

Along with her teaching, Freberg's research has been published in several book chapters and in academic journals such as *Public Relations Review*, *Media Psychology Review*, *Journal of Contingencies and Crisis Management* and *Health Communication*. She also serves on the editorial board for *Psychology for Popular Media Culture*, *Corporate Communication*, *Marketing Education Review*, *Journal of Public Relations Research*, and *Case Studies in Strategic Communication* (CSSC). Freberg is also professionally active serving on the executive committee for the PRSA Entertainment and Sports section and is a regular contributor and a young professionals award judge for Front Office Sports.

Before coming to the University of Louisville, Freberg earned a PhD in Communication and Information at the University of Tennessee in May 2011, and a Master's degree in Strategic Public Relations at the Annenberg School for Communication at the University of Southern California in August 2007. Freberg received her Bachelor's of Science degree in Public Relations at the University of Florida in August 2005.

## RESEARCH AND TEACHING AREAS OF EXPERTISE

RESEARCH	TEACHING
<ul style="list-style-type: none"><li>• Social Media</li><li>• Crisis Communication</li><li>• Reputation Management</li><li>• Public Relations</li><li>• Mobile &amp; Wearable Technologies</li><li>• Social Media Pedagogy</li><li>• Public Relations Pedagogy</li><li>• Social Media &amp; Sports</li></ul>	<ul style="list-style-type: none"><li>• Introduction to Strategic Communications</li><li>• Principles of Public Relations</li><li>• Strategic Communication Writing</li><li>• Public Relations Case Studies</li><li>• Public Relations Professional Development</li><li>• Social Media &amp; Mobile Technologies in Strategic Communication</li><li>• Advanced Social Media Strategy</li><li>• Crisis Communication</li><li>• Public Relations and Crisis Management</li></ul>

## EDUCATION

### **Doctor of Philosophy, Communication and Information**

*University of Tennessee, Knoxville, TN, May 2011*

Dissertation: *Intention to comply with food safety messages in a crisis as a function of message source and message credibility.*

Chair: Michael J. Palenchar, Ph.D.

### **Masters of Arts, Strategic Public Relations**

*University of Southern California, Los Angeles, CA, August 2007*

Thesis: *The impact of personality on corporate reputation: Recovery from crises as a function of the degree of overlapping between corporate and individual personalities.*

Chair: Jennifer Floto, M.A

### **Bachelors of Science, Public Relations**

*University of Florida, Gainesville, FL, August 2005*

## ACADEMIC APPOINTMENTS

### **Associate Professor [tenured], University of Louisville, Louisville, KY**

Department of Communication  
College of Arts & Sciences  
July 2017 – Present

### **Assistant Professor [tenure-track], University of Louisville, Louisville, KY**

Department of Communication  
College of Arts & Sciences  
August 2011 – June 2017

### **Online Lead Adjunct Faculty, West Virginia University, Morgantown, WV**

Integrated Marketing Communications (IMC) Master's Program  
P.I. Reed School of Media  
October 2009 – Present

**Graduate Teaching Associate**, *University of Tennessee, Knoxville*  
School of Advertising and Public Relations  
August 2009 – May 2011

**Graduate Research Assistant**, *University of Tennessee, Knoxville*  
School of Advertising and Public Relations  
January 2008 – May 2011

**Graduate Research Assistant**, *National Center for Food Protection and Defense*  
September 2009 – September 2010

## **RESEARCH**

---

### *New projects*

- Zhang, A. & **Freberg, K.** (finalize). What is a social media professor? Interviews with educators teaching social media. Submit to *Public Relations Review*.
- Kim, C. & **Freberg, K.** (beginning stages). Social care and public relations: An exploratory study. Submit to *Public Relations Review*.
- Kim, C. & **Freberg, K.** (beginning stages). Online pedagogy and public relations: The state of the field of public relations education. Submit to *Communication Teacher*.
- Fraustino, J.D., Kinsky, E., & **Freberg, K.** (beginning stages). Meltwater in the classroom: Incorporating media monitoring practices. Submit to *Journal of Public Relations Education*.

### *In-Progress Publications*

- Zhang, A. & **Freberg, K.** (submitted). Building a digital blueprint in social media pedagogy. Trials, tribulations, and best practices. Submit to the *Journal of Public Relations Education*.
- **Freberg, K.**, Page, S., Freberg, L., & Saling, K. (submitted). *Assessing perceptions of hazard and outrage in a crisis situation*. Submitted to *Corporate Communication: An international journal*.
- Sisson, D. C., **Freberg, K.** & Van Yahres, L. (resubmit to another journal). *Authenticity, Control Mutuality, and Social Media: A Case Study of the Peeple Crisis*. Submitted to *Internet Research*.
- Ewing, M., Kim, C.M., Kinsky, E., Moore, S., & **Freberg, K.** (revise and resubmit). *Teaching digital and social media analytics: Exploring best practices and future implications for public relations pedagogy*. Submitted to *Journal of Public Relations Education*.
- Guidry, J.S., Carlyle, K., Austin, L., Jin, Y., Messner, M., & **Freberg, K.** (revise and resubmit). *Welcome or not: Comparing #refugees posts on Instagram and Pinterest*. *American Behavioral Scientist*.

### *Peer Reviewed Publications*

- **Freberg, K.,** & Kim, C. (2017). Social media educators: Exploring faculty competencies and practices in higher education. *Journalism and Mass Communication Educator*, 1-13.
- Mae Kim, C., & **Freberg, K.** (2017). The state of social media curriculum: A proposed framework for social media pedagogy. *Journal of Public Relations Education*, 2(2), 68-82.
- Bowman, N.D., & **Freberg, K.** (2016). Advancing the study of social media in the communication classroom. *Communication Teacher*, 30(4), 184.
- Merle, P., & **Freberg, K.** (2016, June). All about that tweet: Student perceptions of professors' social media use in the classroom. *Journal of Research in Interactive Marketing*, 10(2), 1-25.
- Huang Horowitz, N., & **Freberg, K.** (2016). Managing and evaluating organizational identity and reputation messages online: An exploratory value model. *Corporate Communication: An international journal*, 21(2), 195-212.
- Kinsky, E., **Freberg, K.**, Mae Kim, C., Kushin, M.J., & Ward, W. (2016, February). Social media education with Hootsuite University: A qualitative study. *Journal of Public Relations Education*. 1-21.
  - **2017 Top Downloaded Article from Journal of Public Relations Education**
- Haught, M.T., Willis, E., Furrow, A., Morris, D.L., & **Freberg, K.** (2016). From tweets to seats: How social networking site use affects commuter university students' football fandom? *Journal of Issues in Intercollegiate Athletics*, 9, 17-38.
- **Freberg, K.** (2015, December). Social media as an evolving crisis messaging channel for reputation management. *Vikalpa: The Journal for Decision Makers*. 40(4), 463-465.
- **Freberg, K.**, & Freberg, L. (2015, June). Introducing the Situational Q-sort to crisis practice and research: Exploring best practices and implications. *Journal of Media Critiques*. 1(2), 1-21.
- Gallicano, T., Ekachai, G., & **Freberg, K.** (2014, December). The infographics assignment: A qualitative study of students' and professionals' perspectives. *Public Relations Journal*.
  - **PRSA 2015 Best Research Paper Award for PR Journal**
- Becker, K., & **Freberg, K.** (2014, March). Understanding the presence of shared experiences through strategic storytelling: An exploratory study among medical student blogs. *Medical Teacher*, 36(5), 415-421. doi:10.3109/0142159X.2014.891007
- **Freberg, K.**, Saling, K., & Freberg, L. (2013, October). Using a situational q sort to assess perceptions of a food recall message as a function of delivery via social, organizational, or traditional media. *Journal of Contingencies and Crisis Management*, 21(4), 225-230. doi: 10.1111/1468-5973.12026

## Freberg CV 5

- Remund, D., & **Freberg, K.** (2013, Summer). Scholar as social curator and social connector: The escalating need for public relations professors who successfully link theory and practice in a fast-changing digital world. *Teaching Public Relations*, 1-5.
- Page, S., **Freberg, K.**, Saling, K. (2013, May). Emerging media crisis value model: A comparison of relevant, timely message strategies for emergency events. *Journal of Strategy Security*. 20-31.
- **Freberg, K.**, Remund, D., Keltner-Previs, K. (2013, May). Integrating evidence based practices into public relations education. *Public Relations Review*, 39(3), 235-237. doi: 10.1016/j.pubrev.2013.03.005
- **Freberg, K.**, Saling, K., Vidoloff, K., & Eosco, G. (2013, May). What makes a “good” social media crisis message?: Challenging traditional methodology through qualitative and quantitative value modeling. *Public Relations Review*, 39(3), 185- 192. doi: 10.1016/j.pubrev.2013.02.010
- **Freberg, K.**, Palenchar, M. J., & Veil, S. R. (2013, May). Social media bookmarking services: Managing and sharing information from a centralized source. *Public Relations Review*, 39(3), 178-184. doi: 10.1016/j.pubrev.2013.02.007
- **Freberg, K.** (2012, September). Intention to comply with crisis messages communicated via social media. *Public Relations Review*, 38, 416-421. doi: 10.1016/j.pubrev.2012.01.008
- **Freberg, K.** (2012). Using the Theory of Planned Behavior to predict intention to comply with a food safety message. *Health Communication*, 1-7. doi: 10.1080/10410236.2012.688657
- **Freberg, K.**, Graham, K., McGaughey, K., & Freberg, L. (2011, March). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37, 90-92. doi: 10.1016/j.pubrev.2013.02.007
- **Freberg, K.**, Graham, K., McGaughey, K., & Freberg, L. (2010, November). The rich get richer: Online and offline social connectivity predicts subjective loneliness. *Media Psychology Review*.

### Books

- **Freberg, K.** (2017). *A roadmap in teaching social media*. 1<sup>st</sup> edition. Amazon Creative Space Publishing.

### Book Chapters

- **Freberg, K.** (in progress). Social media within public relations. In C.Kim's *Public Relations: Theories and Competencies*. Routledge.
- **Freberg, K.** (in progress). Social media and emerging media. In B. Brunner's *Public Relations Theory and Application*. Wiley.
- Carroll, C.E., & **Freberg, K.** (in progress). Corporate reputation. In W.T. Coombs, S. Holladay, & M. Dodd's *Public Relations Theory and Research Methods* book.

## Freberg CV 6

- **Freberg, K.,** & Freberg, L. (submitted) Qsort for Strategic Communications. In W.T. Coombs, S. Holladay, & M. Dodd's *Public Relations Theory and Research Methods* book.
- **Freberg, K.** (2017). Building digital bridges through evidence based practices in social media pedagogy. In S. Duhe's *New Media and Public Relations* (3<sup>rd</sup> Edition).
- **Freberg, K.,** & Palenchar, M.J. (2017). Augmented reality, wearable technologies, and gamification: Emerging specializations in crisis communications. In L. Austin & Y. Jan (Eds), *Social media and crisis communications*.
- Sanderson, J., & **Freberg, K.** (2016). Ray Rice and the Baltimore Ravens. In A. Hutchins and N. Tindall (Eds), *Public Relations and Fandom*.
- **Freberg, K.,** & Palenchar, M.J. (2013). Convergence of digital negotiation and risk challenges: Strategic implications of social media for risk and crisis communications. In H. Noor-Aldeen & J. Allen Hendricks (Eds.), *Social media and Strategic Communications*. Palgrave Macmillan.
- Palenchar, M. J., & **Freberg, K.** (2013). Conceptualizing mobile technologies and social media in risk and crisis communication practices. In K. Cumiskey & L. Hjorth (Eds.), *Mobile media practices, presence and politics: The challenge of being seamlessly mobile*. Routledge.
- **Freberg, K.,** & Freberg, L. (2012). Relationships between loneliness and perceptions and use patterns of social networking sites in university students. In Patelis, T. (Ed.), *Research studies, literature reviews and perspectives in psychological science* (pp. 105-120). Athens, Greece: ATINER.
- Palenchar, M. J., & **Freberg, K.** (2012). Emergency management planning: Risk, crisis, issues and social media. In B. Olaniran, D. Williams, & T. Coombs (Eds.), *Pre Crisis Management: Preparing for the inevitable*. Peter Lang Publishing Group.

### Book Reviews

- **Freberg, K.** (2016, January). Transmedia branding. *Journalism and Mass Communication Educator*.
- **Freberg, K.** (2015, November). Engaging Journalism. *Journalism and Mass Communication Educator*.

### Special Journal Issue Guest Editor

- Bowman, N., & **Freberg, K.** (2016, October). Social media in the classroom. *Communication Teacher*.

### Encyclopedia Entries

- **Freberg, K.** (2017). Crowdsourcing. In R. Health (Ed.) *Encyclopedia for International Strategic Communication*. Sage Publications. Thousand Oaks, CA.
- **Freberg, K.** (2016). Elaboration Likelihood Model. In C. Carroll (Ed.) *Encyclopedia for Corporate Reputation*. Sage Publications. Thousand Oaks, CA.
- **Freberg, K.** (2016). Edelman Trust Barometer. In C. Carroll (Ed.), *Encyclopedia for Corporate Reputation*. Sage Publications. Thousand Oaks, CA.
- **Freberg, K.** (2016). Information Processing. In C. Carroll (Ed.), *Encyclopedia for Corporate Reputation*. Sage Publications. Thousand Oaks, CA.

- **Freberg, K.** (2016). Theory of Reasoned Action. In C. Carroll (Ed.), *Encyclopedia for Corporate Reputation*. Sage Publications. Thousand Oaks, CA
- **Freberg, K.** (2016). Theory of Planned Behavior. In C. Carroll (Ed.), *Encyclopedia for Corporate Reputation*. Sage Publications. Thousand Oaks, CA.
- **Freberg, K.** (2016). Social Media. In C. Carroll (Ed.), *Encyclopedia for Corporate Reputation*. Sage Publications. Thousand Oaks, CA.
- **Freberg, K.** (2016). Whuffie. In C. Carroll (Ed.), *Encyclopedia for Corporate Reputation*. Sage Publications. Thousand Oaks, CA.
- **Freberg, K.** (2013). Crowdsourcing. In R. Heath (Ed.), *Encyclopedia for Public Relations*. Sage Publications. Thousand Oaks, CA.
- **Freberg, K.** (2013). Mobile technologies and PR. In R. Heath (Ed.), *Encyclopedia for Public Relations*. Sage Publications. Thousand Oaks, CA.
- **Freberg, K.** (2013). Social media. In R. Heath (Ed.), *Encyclopedia for Public Relations*. Sage Publications. Thousand Oaks, CA.

### **CONFERENCE PRESENTATIONS**

---

- Zhang, A., & **Freberg, K.** (2017, August). *Developing a blueprint for social media pedagogy: Trials, tribulations, and best practices*. Submitted to the 2017 Association for Education in Journalism and Mass Communication. Chicago, IL. **Second Place, Top Teaching Paper Category, Public Relations Division.**
- **Freberg, K.,** Freberg, L., Saling, K., & Page, S. (2017, March). *Tying crisis theory and methods together: Integrating SCCT and the Riverside Situational Q-sort*. Presented at the ICRC Conference. Orlando, FL.
- **Freberg, K.,** & Kim, C. (2016, November). *Social media educators: Exploring faculty competencies and practices in higher education*. Presented at the National Communication Association Annual Convention. Philadelphia, PA.
- Kim, C. & **Freberg, K.** (2016, August). *The state of social media curriculum: Exploring professional expectations of pedagogy and practices to equip the next generation of professionals*, Presented at the 2016 Association for Education in Journalism and Mass Communication. Minneapolis, MN. **Third place, Top Teaching Paper Category, Public Relations Division.**
- Sanderson, J. & **Freberg, K.** (2015, November). *Sports PR and crisis communications: The Ray Rice case study*. Human & Technology Communication Division. Presented at the National Communication Association Annual Convention. Las Vegas, NV.
- Gallicano, T.G., Ekachai, G., & **Freberg, K.** (2015, November). *The infographics assignment: A qualitative study of students' and professionals' perspectives*. Public Relations Journal Top Papers. Presented at the Public Relations Society of American International Annual Conference. Atlanta, GA.
- Kinsky, E., **Freberg, K.,** Mae Kim, C., Kushin, M.J., & Ward, W. (2015, August). *Social media education with Hootsuite University: A qualitative study*. Presented at the 2015 Association for Education in Journalism and Mass Communication. San Francisco, CA. **First place, Top Teaching Paper Category, Public Relations Division.**

## Freberg CV 8

- **Freberg, K.,** Saling, K., Satterfield, J., & Masullo, K. (2015, March). *Exploring the Crisis Preference Model: Collaborations with Practice and Research*. Presented at the 2015 International Crisis & Risk Communications (ICRC) Conference. Orlando, FL.
- **Freberg, K.,** Saling, K., & Page, S. (2014, June). *Reputation dissonance at the global and local level: Using reputation metrics to avoid credibility pitfalls in crisis situations*. Presented at the 18<sup>th</sup> Annual Reputation Institute Conference. Miami, FL.
- Hambrick, M.E., Sanderson, J., Dittmore, S., **Freberg, K.,** & McCarthy, S. (2014, April). *Maintaining trust: Predicting successful image repair strategies in college athletics*. Accepted for presentation at 7<sup>th</sup> Annual College Sport Research Institute Conference on College Sport. Columbia, SC.
- **Freberg, K.,** Freberg, L., & Saling K. (2014, March). *Assess perceptions of crises among crisis professionals: Exploration with the Situational Q-sort*. Presented at the 2014 International Crisis & Risk Conference. Orlando, FL.
- Gallicano, T., Ekachai, G., & **Freberg, K.** (2013, August). *The infographics assignment: A qualitative study of students' and professionals' perspectives*. Presented at the 2013 Association for Educators in Mass Communication & Journalism Conference. August 8-11, 2013. Washington, D.C. **First place, Top Teaching Paper Category, Public Relations Division.**
- **Freberg, K.,** Saling, K., & Freberg, L. (2013, May). *Using the Riverside Situational Q-sort to Assess Perceptions of Crisis Situations*. Presented at the 25th Association for Psychological Science (APS) Annual Convention. May 23-26, 2013. Washington, D.C.
- Saling, K., & **Freberg, K.** (2013, March). *Commanding influence: Social media command centers create influence and trust in a crisis situation*. Presented at the 2013 International Risk & Crisis Communication Conference (ICRC). March 5-7, 2013. Orlando, FL.
- Saling, K., **Freberg, K.,** Vidoloff, K., & Eosco, G. (2012, December). *Social media value modeling applications and best practices in decision and risk communication strategy*. Presented at the annual Society for Risk Analysis (SRA) meeting. San Francisco, CA.
- Remund, D., Ketler-Previs, K., & **Freberg, K.** (2012, October). *A stronger foundation for the industry's future: Integrating evidence based practices into public relations education*. Presented at the poster presentation to the Public Relations Society of America (PRSA) International Conference. San Francisco, CA.
- **Freberg, K.,** & Palenchar, M.J. (2012, May). *Social media and food safety crises: The potential risks of unconfirmed messages*. Presented at the annual meeting of the International Communication Association. Phoenix, AZ.
- Vidoloff, K.G., Becker, K. & **Freberg, K.** (2012, April). *Analysis of media framing across traditional and social media during the Japan radiation emergency: Implications for emergency risk communication practitioners*. Presented at the 2012 Kentucky Conference on Health Communication (KCHC). Lexington, KY.
- **Freberg, K.,** Vidoloff, K.G., Eosco, G., & Graham, K. (2012, March). *@Hurricane Irene storms through #socialmedia: A case study addressing the concerns of uncertainty with*



*emerging technology in a crisis situation*. Presented at the 2<sup>nd</sup> International Risk & Crisis Communications Conference, Central Florida University, Orlando, FL. **Top Research Presentation.**

- **Freberg, K.** (2012, January). *Weathering the social media #storm: Best practices and challenges in emerging digital landscape for risk and crisis communicators*. Presented at the 2012 American Meteorological Society's Annual Meeting. New Orleans, LA (conducted virtually).
- Palenchar, M. J., & **Freberg, K.** (2011, May). *Opportunities and barriers implementing mobile technologies and social media in reputation management and crisis communication practices*. Presented at the annual meeting of the International Conference on Corporate Reputation, Brand Identity and Competitiveness, New Orleans, LA.
- Palenchar, M.J., & **Freberg, K.** (2011, March). *Social media and mobile technologies implemented in risk and crisis communication practices*. Presented at the 14th annual International Public Relations Research Conference. Miami, FL.
- **Freberg, K.**, Palenchar, M.J., & Veil, S. (2010, November). *Social media bookmarking services: Managing and sharing information from a centralized source*. Presented at the National Communication Association's 96th Annual Convention, San Francisco, CA. **Top Four Paper, Applied Communications Division.**
- **Freberg, K.**, & Palenchar, M. J. (2009, August). *Current direction of U. S. undergraduate public relations programs: A pedagogical struggle*. Presented at the Association for Educators in Journalism and Mass Communication Conference, Boston, MA. **Second place, Top Teaching Paper Category, Public Relations Division.**
- **Freberg, K.** (2008, March). *Perceptions of sport celebrity endorsers: Do college students perceive high risk celebrity endorsers more negatively than low risk celebrity endorsers? Work in progress research paper presented at the 11th International Public Relations Research Conference, Miami, FL.*

## **INTERNATIONAL CONFERENCE PRESENTATIONS**

- 
- **Freberg, K.** (2017, June). *What is the point of PR? Public Relations Panel*. Cannes Lions Festival. Cannes, FR.
  - Page, S, **Freberg, K.**, & Saling, K. (2017, October). *Listening and the rise of disruption on social media: US Elections and Brexit comparisons*. Submitted to the 2017 EUPRERA Conference. London, UK.
  - Zhang, A., & **Freberg, K.** (2017, October). *What does it take to become a social media professor: Insights from thirty public relations educators and professionals*. Accepted to present at the 2017 EUPRERA Conference. London, UK.
  - **Freberg, K.**, & Page, S. (2016, June). *Cyberbullying and crisis communication: Rising issues and challenges*. Bullies, Bullying and Cyberbullying Conference. Dublin, Ireland.
  - **Freberg, K.**, Freberg, L., Saling, K., & Page, S. (2015, October). *Situational q-sort in crisis communications: hazard versus outrage*. Presented at the Crisis 4 Communications

Conference. Helsingborg, Sweden.

- **Freberg, K.**, Saling, K., & Freberg, L. (2015, March). *Exploring the situational q-sort in crisis communications: Best practices and implications*. Presented at the ICCM 2015 Conference. Athens, Greece.
- **Freberg, K.**, Saling, K., & Freberg, L. (2014, August). *Using the Riverside Situational Q Sort (RSQ) to construct an expert model of a crisis*. Presented at the 2014 Association for Education in Journalism and Mass Communication. Montreal, Canada.
- Page, S., **Freberg, K.**, & Skolits, G. (2014, July). *Application of the use of ICTs on research methods to ensure sustainability of programs*. Presented at the Digital Publics: New Generation, New Media, New Rules BledCom Conference. Bled, Slovenia.
- Page, S., **Freberg, K.**, Saling, K. (2013, October). *Emerging Media Crisis Value Model: A comparison of relevant, timely message strategies for emergency events*. Presented at the EURPERA Conference. Barcelona, Spain.
- **Freberg, K.** (2013, June). *The past, present, and future of strategic communications: Best practices and implications*. Invited presentation for the 2013 Emerging InfoTech Congress. June 19-23, 2013. Dalian, China.
- Saling, K., **Freberg, K.**, Page, S., Colon-Aguirre, M., & Licklider, C. (2013, June). *Reputational risks, perceptions, values, and behaviors among spokespeople: Construction of the reputational influence and risk model for emerging media*. Presented at the 17th International Conference on Corporate Reputation, Brand, Identity and Competitiveness. June, 5-7, 2013. Barcelona, Spain.
- **Freberg, K.**, Della, L., & Hortbert, A. (2013, April). *Participatory Public Health? Implications of new media interacting with traditional public health communication approaches*. Presented at the World Social Marketing Conference. Toronto, Canada.
- **Freberg, K.** (2012, November). *Using a situational q-sort to assess perceptions of a food recall message as a function of delivery via social, professional, or traditional media*. Presented at the Research Colloquium at the World Public Relations Forum. Melbourne, Australia.
- **Freberg, K.**, Graham, K., Vidoloff, K.G., & Eosco, G. (2012, May). *Reputational risks within new media crisis communication message strategies: A pilot study focusing on determining a 'good' crisis message via social media*. Presented at the 16th International Conference on Corporate Reputation, Brand, Identity and Competitiveness. Milan, Italy.
- Page, S., Colon-Aguirre, M., Coman, I., **Freberg, K.**, et al. (2012, May). *The hybrid model of mediated public diplomacy*. Presented at the 10<sup>th</sup> International Symposium Communication in the Millennium. Istanbul, Turkey.
- Colon-Aguirre, M., **Freberg, K.**, & Scripa, A. (2012, January). *Potential contributions of social media to the creation of communities of practice among librarians*. Presented at the annual BOBCATSSS Conference. Amsterdam, The Netherlands.

- **Freberg, K.** (2010, May). *Global reputation sustainability: A case study analyzing the responses and factors of the WWF and DDB Brazil 'Tsunami' advertisement crisis.* Presented at the Round Table Session at the 14th International Conference on Corporate Reputation, Brand, Identity and Competitiveness, Rio de Janeiro, Brazil.
- **Freberg, K., & Graham, K.** (2010, May). *Understanding the effectiveness of a strong online reputation: Predicting the next social media influencer using the Q-sort.* Presented at the Round Table Session at the 14th International Conference on Corporate Reputation, Brand, Identity and Competitiveness, Rio de Janeiro, Brazil.
- Hocke, T.M., Colon-Aguirre, M., **Freberg, K., & Palenchar, M.J.** (2010, May). *Community response to the Tennessee Valley Authority (TVA) ash spill.* Presented at the Round Table Session at the 14th International Conference on Corporate Reputation, Brand, Identity and Competitiveness, Rio de Janeiro, Brazil.
- **Freberg, K., & Freberg, L.** (2009, June). *Relationships between loneliness and perceptions and use patterns of social networking sites in university students.* Presented at the 3rd International Conference on Psychology, Athens, Greece.
- **Freberg, K.** (2009, May). *Is there a time and a place for issues advertising?: A case study analyzing Heineken's 'Give yourself a good name' campaign.* Presented at the interactive poster session at the 13th International Conference on Corporate Reputation, Brand, Identity and Competitiveness, Amsterdam, The Netherlands.
- Palenchar, M. J., & **Freberg, K.** (2008, May). *Yahoo! Inc.'s reputation management in China: A case study of corporate personality and media challenges.* Presented at the 12th International Conference on Reputation, Brand, Identity, & Competitiveness, Beijing, China.

### **CONFERENCE POSTER PRESENTATIONS**

---

- Freberg, L., **Freberg, K.,** Saling, K., & Page, S. (2017). *Effects of Crisis Message Characteristics on Emotional Engagement and Personal Responsibility.* Accepted for presentation at the 29th APS Annual Convention. Boston, M.A.
- Sisson, D.C., **Freberg, K.,** & Van Yahres, L. (2016). *A Yelp for People?: Exploring the Peeples case study to teach online crisis, reputation, and relationship management challenges.* Presented to the PRSA Educators Academy "Super Saturday," 2016 PRSA International Conference, Indianapolis, IN.
- Kinsky, E., Nutting, B., Kuttis, K., & **Freberg, K.** (2016, October). *Projecting a Live Twitter Stream in the Communication Classroom: How Students Engage and Process Information While Live Tweeting a Lecture.* Presented to the PRSA Educators Academy "Super Saturday," 2016 PRSA International Conference. Indianapolis, IN.
- **Freberg, K.** & Freberg, L. (2015, May). Presented at the 27<sup>th</sup> Association for Psychological Science (APS) Annual Convention. New York City, NY.
- **Freberg, K.** & Freberg, L. (2014, May). *Google Glass in the Classroom: Best practices and implications.* Presented at the 26<sup>th</sup> Association for Psychological Science (APS) Annual Convention. San Francisco, CA.

- **Freberg, K.,** Saling, K., & Freberg, L. (2013, May). *Using a situational q-sort to assess perceptions of a food recall message as a function of delivery via social, organizational, or traditional media.* Presented in the Poster Session at the 25<sup>th</sup> Association for Psychological Science (APS) Annual Convention. Washington, D.C.
- Freberg, L.A., & **Freberg, K.** (2012, May). *New opportunities using social media in teaching and research.* Presented in the Poster Session at the 24<sup>th</sup> Association for Psychological Science (APS) Annual Convention. Chicago, IL.
- Colon-Aguirre, M., & **Freberg, K.** (2012, January). *Social media: Potential contributions to the creation of communities of practice among librarians.* Poster accepted at the 2012 Association for Library and Information Science Education (ALISE) Conference. Dallas, TX.
- **Freberg, K.,** Graham, K., Webb, B., Murphy, D., et al. (2011, May). *Reverse engineering leadership: Deconstructing perceptions of personality in Generals and CEOs.* Presented at the 2011 Association for Psychological Science (APS) Annual Convention. Washington, DC.
- **Freberg, K.,** Adams, R., McGaughey, K., Rust, M., Blume, M., Menon, A., et al. (2010, May). *Leaders or snakes in suits: Perceptions of today's CEOs.* Poster presented at the 22nd Association of Psychological Science (APS) Annual Convention, Boston, MA.
- Colon-Aguirre, M., & **Freberg, K.** (2010, January). *A multidisciplinary case study analyzing Google's key messages concerning the digitalization of books towards academic libraries.* Presented in the work-in-progress poster session at the 2010 Association for Library and Information Science Education (ALISE) Conference, Boston, MA.
- Ainley, B., **Freberg, K.,** Adams, R., Enrique, C., & Freberg, L. (2009, May). *Loneliness predicts perceptions and use of social networking sites.* Presented at the poster presentation at the 21st Association of Psychological Science (APS) Annual Convention, San Francisco, CA.

### **CONFERENCE PANEL PRESENTATIONS**

---

- **Freberg, K.,** Zhang, A., Kushin, M., & Hazlett, K. (2016, October). *The Unconfined Classroom: Using Snapchat, Slack and Livestreaming Apps to Enhance Professional Relationships with Students and Practitioners.* Panel accepted at PRSA Educator's Academy. Indianapolis, IN.
- Quesenberry, K., **Freberg, K.,** Hutchins, A., et al (2016, August). *Teaching social and digital media in the classroom.* Panel presented at 2016 Association for Education in Journalism and Mass Communication. Minneapolis, MN.
- Marshall, S., **Freberg, K.,** Grant, A., & Coffey, A. (2016, April). *Teaching analytics in the classroom.* Panel presented at 2016 Broadcast Educators Association (BEA) Conference. Las Vegas, NV.
- **Freberg, K.,** Dodd, M., Stewart, S., et al (2015, August). *Social Media PR and Law*

*Panel.* Presented at 2015 Association for Education in Journalism and Mass Communication. San Francisco, CA.

- **Freberg, K.**, Ashlock, M., et al (2015, March). *Emerging and future trends in crisis communications research and practice*. Presented at the ICCM 2015 Conference. March 30-April 1, 2015. Athens, Greece.
- Bowman, N., Hank, C., Kraft, N., & **Freberg, K.** (2015, March). *Plunging the perils and pearls of a social classroom*. Presented at SxSW Edu. March 9-12, 2015. Austin, TX.
- Hutchins, A, Dodd, M., **Freberg, K.**, & Paine, K. (2014, October). *Google Glass in the Classroom*. Presented the PRSA Educator's Academy. October 17, 2014. Washington, D.C.
- DiSato, M.W., McCorkindale, T., **Freberg, K.**, Bailey, K., & Kim, C.L. (2014, August). *Teaching with mobile technologies: Theories and practices*. Presented at the 2014 Association for Education in Journalism and Mass Communication. Montreal, Canada.
- **Freberg, K.** (2014, April). *Social Media in Higher Education*. UT Social Media Week. University of Tennessee. Knoxville, TN.
- **Freberg, K.** (2013, November). *Opportunities and challenges: Transforming public relations through social media*. National Communications Association Annual Convention. Washington, D.C.
- Pacheco, D., **Freberg, K.**, Brown, J.S., & Golan, G. (2013, October). *How Has Convergence transformed the Traditional Source-Journalist Relationship? Beyond Convergence: Mobile, Social, and Virtual Media Conference*. Las Vegas, NV.
- **Freberg, K.** (2013, April). *Social media in a crisis. What to do when the tweet hits the fan?* Panel presented at the SoSlam Conference. Knoxville, TN.
- Remund, D., **Freberg, K.**, Mezera, C., et al. (2012, August). *Scholars as Social Connectors: Bridging PR Theory and Practice in a Time of Dramatic Technological and Economic Change*. Panel presented at the Association for Educators in Mass Communication and Journalism Conference. Chicago, IL.
- Kelter-Previs, K., **Freberg, K.**, et al. (2011, November). *Teaching social media in Public Relations*. Public Relations Division. Panel presented at the National Communication Association 97th Annual Convention. New Orleans, LA.
- Vidoloff, K., Ali, S., **Freberg, K.**, et al. (2011, November). *Co-constructing emergency communication environments through the voices of stakeholders*. Applied Communications Division. Panel presented at the National Communication Association 97th Annual Convention. New Orleans, LA.
- Anderson, R, **Freberg, K.**, & McCorkindale, T. (2010, June). *Crisis communications panel*. Panel speaker at the 2010 IMC Weekend Faculty and Student Event. West Virginia University, Morgantown, WV.

**PRE-CONFERENCE WORKSHOP**

- Supa, D., & **Freberg, K.** (2016). Teaching, researching, and practicing leadership. Pre-Conference Organizers. ]. Association for Education in Mass Communication and Journalism Public Relations Division. Minneapolis, MN.
- **Freberg, K.** (2015, August). Twitter metrics [as part of the AEJMC PRD and MCS pre-conference]. Association for Education in Mass Communication and Journalism. Public Relations Division. San Francisco, CA.

### PROGRAM PLANNER, CONFERENCE CHAIR & RESPONDENT

- **Freberg, K.** (2017, November). Program Planner. Public Relations Division. National Communication Association Annual Convention. Dallas, TX.
- **Freberg, K.** (2016, November). *Top Research Papers Panel*. [Respondent]. Public Relations Division. National Communication Association Annual Convention. Philadelphia, PA.
- **Freberg, K.** (2014, November). *Social Media and Public Relations Panel*. [Chair and Respondent]. Public Relations Division. National Communication Association Annual Convention. Chicago, IL.

### POPULAR PRESS & MEDIA FEATURES

- Kueber, B. (2017, June). *Interview with Karen Freberg*, Today's Woman Magazine. Retrieved from <http://www.todayswomannow.com/2017/05/is-social-media-class.html#.VXc-iBPyugQ> [featured interview]
- Haurwitz, R.K.M. (2017, May 2). *Faster communication needed in emergencies and Austin Police agree*. Retrieved from <http://www.mystatesman.com/news/local/faster-communication-needed-emergencies-and-austin-police-agree/jXm2TanmpLqyCKYg8u0QzL/> (quoted)
- Larson, C. (2017, April 12). *Here are some of the lessons businesses can learn from the United Airlines fiasco*. Retrieved from <http://www.bizjournals.com/louisville/news/2017/04/12/here-are-some-lessons-businesses-can-learn-from.html> (quoted).
- Burns, M.J. (2016, March 21). *What does Twitter mean to you?* Retrieved from <http://www.forbes.com/sites/markjburns/2016/03/21/sports140-what-does-twitter-mean-to-you-in-2016/#3b4f22642481> [quoted]
- *Disconnecting in a digital world* (2016, February 19). Retrieved from <http://www.wlky.com/news/disconnecting-in-a-digital-world/38066092> [quoted and featured].
- Burns, M.J. (2016, January 5). *100+ sports business professionals discuss hot topics and bold predictions for 2016*. Retrieved from <http://www.forbes.com/sites/markjburns/2016/01/05/100-sports-business-professionals-discuss-hot-topics-bold-predictions-for-2016/#5be3873d5bdc> [quoted]
- Lasker, R. (2015, October 5). *Centenary College creates social media center in push to teach social media skills*. Retrieved from <http://college.usatoday.com/2015/10/06/centenary-college-creates-social-media-center-in-push-to-teach-online-skills/> [quoted and featured]
- *UofL offers social media course to undergraduate students*. (2015, April 29). Retrieved from <http://www.wdrb.com/story/28934077/u-of-l-offers-social-media-course-to>

- [undergraduates-2](#) [quoted and featured]
- *Horse racing faces a perception problem.* (2014, April 29). Retrieved from <http://www.courier-journal.com/story/sports/horses/2014/04/29/kentucky-derby/8485899/> [quoted]
- *How the University of Louisville is teaching social media.* (August 13, 2013) Retrieved from <http://www.business2community.com/social-media/how-university-of-louisville-is-teaching-social-media-to-communications-students-0585478#DcZwykvbhbABo2Zd.97> [featured]

## **UNIVERSITY TEACHING EXPERIENCE**

---

### **Undergraduate Courses** – *University of Louisville*

- COMM 342: Introduction to Strategic Communications (Fall 2011 - Present)
- COMM 344: Strategic Communications Writing (Spring 2012 – Spring 2017)
- COMM 333: Social Media and Mobile Technologies in Strategic Communications (Spring 2013 - Present)
- COMM 510: Cannes Lions + Social Media Strategy (Summer 2018)

### **Graduate Course (Online)** – *West Virginia University, Morgantown*

- Integrated Marketing Communications (IMC) Online Masters Program (Fall 2009 – Present)

### **Graduate Course (Face-to-Face)** – *University of Louisville*

- COMM 510: Public Relations and Crisis Communications – Fall 2017 - Present
- COMM 510: Advanced Social Media Strategy – Spring 2018
- COMM 510: Cannes Lions + Social Media Strategy (Summer 2018)
- COMM: 633: Social Media and Mobile Technologies [Hybrid Class] - Spring 2013
- COMM 670: Social Media Theory [Independent Doctoral Study] – Fall 2013
- COMM 670: Social Media Methods [Independent Doctoral Study] – Spring 2014
- COMM 690: Crisis Communications [Graduate Students] Fall 2014 - Fall 2016

## **MENTORING AND SERVICE**

---

### **Dissertation Committees** – *University of Louisville*

- Tara Mahoney (Department of Sports Administration) – completed April 2013
- Sun Kang (Department of Sports Administration) – completed April 2015
- Natasacha Jones-Cochran (Department of Pan-African Studies) – anticipated May 2018

### **Thesis Committees** – *University of Louisville*

- Abi Johns (Department of Communication) – completed April 2017
  - Chair
- Richard Shawskey (Department of Communication) – completed April 2014
  - Committee Member
- Eli Allameh (Department of Technology, Purdue University) – completed April 2015
  - Outside Committee Member (Remote)

### **Practicum Committees** – *University of Louisville*

- *Member*
  - Samantha Hughey (Department of Communication) –completed April 2015
  - Imani Williams (Department of Communication) – completed April 2015



## **Freberg CV 16**

- Katie McDaniels (Department of Communication) – completed April 2015
- Jordan Harvey (Department of Communication) –completed December 2015
- Benjamin Garnett (Department of Communication) – completed December 2015
- Anita Smith (Department of Communication) –completed May 2016
- Erica Walker (Department of Communication) – completed May 2017
- *Chair*
  - Randi Ewing (Department of Communication) – completed April 2015
  - Matt Jones (Department of Communication) – completed May 2016

## **Student Professional Placement** – *University of Louisville*

- **Profession**
  - Sam Gentry (B.S. in Marketing, Minor in Comm, UofL)– Placed at General Motors (2017)
  - Caitlyn Crenshaw (M.A. in Communication, UofL) – Signature Healthcare (2017)
  - Stephen Ossola (B.S. Sports Management, Minor in Comm) – Twitter (2015)
  - Samantha Hughey (M.A. in Communication, UofL) – Placed at Adidas (2016)
  - Aaron Henry (B.A. in Communication, UofL) – Placed at JCPS (2016)
  - Kendall Rabeneck (B.S. in Communication, UofL) – Placed at Delphi Phi Epsilon (2016)
  - Randi Ewing (M.A. in Communication, UofL) – Placed at ESPN (2015)
  - Lizelle Lauron (B.S. in Sports Administration, UofL) – Placed at the Dallas Mavericks (2013)
  - Aaron Martinson (B.A. in Communication, UofL) – Placed at Cision (2013)
  - Amanda Hortert (B.S. in Communication, UofL) – Placed at Texas Roadhouse, Corporate Headquarters (2013)
- **Graduate school**
  - Bella Portaro Kueber (MA at University of Louisville) - 2017
  - Amanda Hortert (MA at University of Louisville) - 2017
  - Katie Wells (MA at University of Louisville) - 2016
  - Caitlin Brooks (MA at University of Louisville) – 2016
  - Bria Staten-Favors (MA at University of Louisville) – 2016
  - Keith Clark (MA at University of Louisville) – 2016

## **Department Service**

- Graduate Program Committee (Spring 2016 – Spring 2018)
  - Comprehensive Exams
  - Graduate Student Application Reviews
- Search Committees
  - Social Media Assistant Professor Search Committee Member (Fall 2012 – Spring 2013)
- Course Development
  - Course development for new social media class (Fall 2011 – Spring 2012)
  - Course development for new PR and Crisis Comm class (Summer 2017)
  - Course development for new Advanced Social Media Strategy Course (Spring 2018)
  - Course development for Global Social Media Strategy Course (Summer 2017)
- Student Services
  - Thesis Committee member (Spring 2012 – Present)
  - Thesis Committee chair (Spring 2017)



- Practicum Committee member (Fall 2014 – Present)
- Dissertation Committee member (Fall 2012 – Present)
- Graduate Comprehensive Exams (Spring 2012 – Present)

**University Service – University of Louisville**

- University of Louisville Teaching Innovation Learning Lab Committee (Fall 2015 – Present)
- University of Louisville Business School Professional Communication Consultant for MBA program (Fall 2016 – Present)
- Social Media Assistant Professor Search Committee Member (Fall 2012 – Spring 2013)
- Course development for new social media class (Fall 2011 – Spring 2012)
- Thesis Committee member (Spring 2012 – Present)
- Practicum Committee member (Fall 2014 – Present)
- Dissertation Committee member (Fall 2012 – Present)
- Graduate Comprehensive Exams (Spring 2012 – Present)
- Participated in College for a Day (Communications) – Summer 2012
- Creating Department of Communication PR Plan – Spring 2012
- Communication Task Force and Advisor – Solar Decathlon Engineering Competition, Department of Energy (Spring 2012 – Fall 2013).

**Professional Services**

- Social Media Programs
  - Hootsuite Ambassador, 2017 – Present
  - Hubspot Featured Professor, 2017 – Present
  - Adobe EDUMax Thought Leader, 2017 - Present
- Front Office Sports
  - Rising 25 Award Judge, 2017 – Present
  - Contributor, 2016 - Present
- Editorial Board Member,
  - *Case Studies in Strategic Communication*, 2011 – Present
  - *Psychology of Popular Media Culture*, 2011– Present
  - *Journal of Public Relations Research*, 2016 – Present
  - *Corporate Communication*, 2016 – Present
  - *Marketing Education Review*, 2016 – Present
  - *Public Interest Journal*, 2017 - Present
- Journal Article Reviewer
  - *Case Studies in Strategic Communication*, 2011 – Present
  - *Psychology of Popular Media Culture*, 2011 – Present
  - *Journal of Public Relations Research*, 2011 – Present
  - *Journal of Public Relations Education*, 2015- Present
  - *Journal of Applied Communication Research*, 2012 – Present
  - *Public Relations Review*, 2014 – Present
  - *Corporate Communication*, 2014 – Present
  - *Journal of Contingencies and Crisis Management*, 2015 – Present
  - *New Media & Society*, 2015 – Present
  - *Marketing Education Review*, 2016 - Present

**Academic Professional Organizations**

- *Communication Institute of Greece*
  - Organizing and Scientific Committee Member, Communication Institute of Greece ICCM Conference, 2015 - Present
- *Public Relations Society of America*
  - Executive Committee Member, Entertainment & Sports Section, 2015 - Present
- *Association for Education in Mass Communication and Journalism*
  - Communications Manager, AEJMC PR Division, 2015 – 2016
  - Pre-Conference Co-Chair, AEJMC PR Division, 2015 - 2016
  - Social Media Chair, AEJMC PR Division, 2013 – 2015
  - Social media Co-Chair, AEJMC PR Division, 2012 – 2013
- *National Communication Association*
  - PRIDE Committee Chair, NCA PR Division, 2018-2019
  - Head, NCA PR Division, 2017-2018
  - Vice Head and Program Planner, NCA PR Division, 2016-2017
  - Vice Head Elect, NCA PR Division, 2015-2016
  - Pride Awards Committee Member, NCA PR Division, 2013 – 2014
  - Social Media Committee Advisor, NCA PR Division, 2013 - 2014

**Academic Conference Committees**

- Co-Chair of Social Media and Technology, AEJMC PR Division, AEJMC 2012 Conference
- Conference Paper Reviewer, Public Relations Division, International Communication Association, 2012.
- Conference Paper Reviewer, Public Relations Division, National Communication Association, 2012, 2013, 2014.
- Conference Paper Reviewer, Public Relations Division, Association for Educators in Journalism and Mass Communication, 2012, 2013, 2014.
- Conference Student Paper Reviewer, Public Relations Division, International Communication Association, 2008, 2009.

**INVITED PRESENTATIONS**

---

- **Freberg, K.** (2016, August). Future research and implications in emergency and crisis messages (WebX).
- **Freberg, K.** (2016, April). *The state of social media education*. Keynote presentation at NJ Social Media Summit. Newark, NJ.
- **Freberg, K.** (2015, June). *The Social Media Classroom: Teaching social media*. Hootsuite Higher Education Webinar.
- **Freberg, K.** (2015, March). *PR in the Time of Technology: Adapting to Technology's Impact on Stakeholder Relationships*. Public Relations Society of America – Volunteer Chapter. Knoxville, TN.
- **Freberg, K.** (2014, October). *Communicating at the right time, place, and medium in a crisis*. Louisville Digital Association's 6<sup>th</sup> Annual Digital Media Summit. October 16,

2014. Louisville, KY.

- **Freberg, K.** (2014, April). *Higher education and social media. Best practices and trends.* UT Social Media Week. April 2, 2014. Knoxville, TN.
- **Freberg, K.** (2013, December). *Rise of digital disruption.* University of Louisville College of Arts & Sciences' Meet the Professor Series. December 5, 2013. Louisville, KY.
- **Freberg, K.** (2013, June). *Visual storytelling and micro message strategies in crisis communications.* Integrate 2013 Conference. Morgantown, WV.
- **Freberg, K.** (2012, November). *Social media and crisis communications.* 7<sup>th</sup> Annual Iowa Department of Homeland Security Conference. Des Moines, Iowa.
- **Freberg, K.** (2012, November). *Infographics: The good, the bad, and the fabulous.* Kentucky Public Relations and Marketing Health Communication Conference. Louisville, KY.
- **Freberg, K.** (2012, July). *Leveraging social media for emergency first responders and health professionals.* Emergency Preparedness Symposium. Kearney, NB.
- **Freberg, K.** (2012, June). *From MA to PhD: How to market yourself for PhD programs.* IMC WVU Integrate Conference. Morgantown, WV.
- **Freberg, K.** (2011, July). *The risk of unconfirmed word of mouth communication disseminated through social media about food safety messages.* Presented at the Utilizing Social Media and Open Data for Public Health Situational Awareness Forum. Department of Health and Human Services with Fusion. Washington, D.C.
- **Freberg, K.** (2011, June). *How to add social media to your crisis communication plan.* Presented at the Colorado Ski Country USA Annual Meeting. Aspen, CO.
- **Freberg, K.** (2011, June). *Assess, identify, integrate: How to add social media to your crisis communication plan.* Presented at the IMC Integrate 2011 Conference. West Virginia University. Morgantown, WV.
- **Freberg, K.** (2011, May). *Assess, identify, integrate: How to add social media to your crisis communication plan.* Presented at the 2011 PRSA Digital Impact Conference. New York City, NY.
- **Freberg, K.,** Palenchar, M.J., & Veil, S. (2010, September). *Social bookmarking and crisis communications: A descriptive analysis of social bookmarks and food safety during the 2009 H1N1 crisis.* Poster presented at the National Center for Food Protection Defense NCFPD) Biennial Meeting. Minneapolis, MN.

## **GRANTS**

- 
- Kim, C. & **Freberg, K.** (2017). Social care: Building organizational credibility with key publics through social media. Arthur W. Page Center Digital Media Grant. Funded and Approved. \$3,000.

- Ni, L., Chen, Q., & **Freberg, K.** (2017). Immigrants and engaging influencers with social media. Funded and Approved. \$100,000 (social media part \$12,000). *Under Review.*

## **CONSULTING**

---

### **Social Media, Public Relations, and Crisis Communications Consultant**

*June 2010 - Present*

- Working with various professionals across industries focusing on social media practices and strategies for corporate communications, employee relations, marketing communications, and crisis communication policies and monitoring.
- Working with the Emergency Crisis Communication Response team on social media monitoring and workshop collaboration and training in new emerging technologies.
- Hosted workshops on social media-related topics, webinars, and participated in phone meetings and conference calls to discuss social media related issues for organizations.
- Industries included industrial manufacturing, academic book publishers, ski resorts and associations, credit unions, nonprofit organizations, and government agencies (health and defense).
- Contributed to white papers and webinars on the subject of social media, crisis communication, and social media pedagogy.
- Participant and invited guest on webinars, shows (The Crisis Show), and podcasts (Agnes+Day Crisis Intelligence Firm) to discuss issues and emerging trends in crisis communications.
- Examples of the agencies, brands, and organizations for consultation: Kentucky Derby Festival (social media), NCFPD (social media and crisis communications), Kentucky Organ Donor Affiliates (social media, media training, and crisis communication), DHS (mobile, social media and crisis communications), CDC (social media and crisis communications), Firestorm Solutions (social media and crisis communications), Signature Healthcare (crisis and media training), and Hootsuite (social media pedagogy and crisis communications).

### **Contributor**

*April 2013 – Present*

- Created content and wrote guest blog posts for various online publications on the subject of social media, public relations, and crisis communications.
- Provided real world applications and insights from research and practice in posts that were used for clients and classroom materials.
- Examples of publications includes Hootsuite, Hubspot, Meltwater, Front Office Sports, and Nasdaq MarketInsight Blogs.

### **Adobe Brand Thought Leader for Educators**

*October 2017 - Present*

- Invited participant and influencer contributor for Adobe EDUMax.
- Designated a guest blogger for Adobe EDUMax and Adobe MAX events by Adobe personnel and employees for educators and students.
- Created and wrote digital content for Adobe before, during, and after the conference that was shared publicly and with Adobe clients.
- Engaged with participants and attendees of Adobe EDUMax through social media and in person.

### **Hootsuite Ambassador**

*May 2017 – Present*

- Collaborating with Hootsuite employees on content creation and advocacy for higher education on social media.
- Advocate programs, services, and products of Hootsuite with community,
- Provide insights and product feedback to Hootsuite on a regional and global scale.
- Working with other ambassadors in higher education and other industries to brainstorm content, platform, and strategy ideas for Hootsuite.

### **HubSpot Featured Professor + Educator**

*May 2017 – Present*

- Collaborating with Hubspot Academy and Education professionals on digital marketing and social media education practices.
- Contributor to teaching resources, interviews, and podcasts dedicated to higher education professionals and educators.
- Share insights and ideas with education and marketing professionals about advanced social media strategy courses.
- Create resources, assignments, and ideas on how to teach social media for HubSpot Education program.

### **University of Alabama Betsy Plank Center Educator Fellow**

*June 2015- Present*

- Selected along with seven professors to be part of the Betsy Plank Educator Fellowship program.
- Discussed key trends, issues, and made recommendations on social media influencer metrics and analytics with host, General Motors.
- Worked on collaborative projects on social media, crisis communications, and social media analytics during fellowship at General Motors.
- Presented white paper to GM senior PR and Communication personnel on initial integrated social media analytics framework for PR and marketing along with suggestions towards a systematic approach to influencer marketing practices.

**Participant**, Science and Technology (S&T) Directorate, Department of Homeland Security (DHS) working-level Conference titled "Effective Risk Communication for the IED threat" sponsored by S4Inc.

*June 2010 – September 2010*

- Worked on research on mobile devices and disasters for written report by Michael Palenchar for S4Inc. and Department of Homeland Security (DHS).
- Worked on presentation for conference and presented along with Michael Palenchar titled "Mobile Technologies Implemented in Risk Communication Practices and Disasters: Counter Improvised Explosive Devices."
- Attended the working conference with other professionals (military, government, health) and researchers in risk and crisis communication

## **HONORS AND AWARDS**

---

### **Research**

- Top Downloaded Article in Journal of Public Relations Education, Public Relations Division, Association for Educators in Journalism and Mass

Communications with Emily Kinsky, Matt Kushin, Carolyn Mae Kim, and William Ward (August 2017).

- Second Place, Top Teaching Paper, Public Relations Division, Association for Educators in Journalism and Mass Communications, with Ai Zhang (August 2017).
- Third Place, Top Teaching Paper, Public Relations Division, Association for Educators in Journalism and Mass Communications, with Carolyn Mae Kim (August 2016).
- Public Relations Journal Top Paper, Public Relations Society of America, with Tiffany Gallicano and Gee Ekachai (November 2015).
- First Place, Top Teaching Paper, Public Relations Division, Association for Educators in Journalism and Mass Communications, with Emily Kinsky, Matt Kushin, Carolyn Mae Kim, and William Ward (August 2015).
- First Place, Top Teaching Paper, Public Relations Division, Association for Educators in Journalism and Mass Communications, with Tiffany Gallicano and Gee Ekachai (August 2013).
- Top Academic Presentation, International Crisis & Risk Communication Conference, with Kristin Graham, Kathleen Vidoloff, and Gina Eosco (March 2012).
- Top Poster, University of Tennessee's College of Communication and Information Research Symposium, with Ioana Coman and Justin West. (February 2012).
- Top Poster (tied), University of Tennessee's College of Communication and Information Research, with Monica Colon-Aguirre and Suzie Allard. (February 2011).
- Top Paper, Applied Communications Division, National Communication Association, with Michael Palenchar and Shari Veil (November 2010).
- Second Place, Top Teaching Paper, Public Relations Division, Association for Educators in Journalism and Mass Communication, with Michael Palenchar (August 2009).
- Top Student-Faculty Member Research Paper, University of Tennessee's College of Communication and Information Research, with Michael Palenchar. (February 2009).
- Top Poster, University of Tennessee's College of Communication and Information Research. (February 2008).

### **Teaching**

- 2017 Red & Black Scholar Athlete Faculty Mentor, University of Louisville
- 2015-2016 Faculty Favorite Nominee, Delphi Center Awards, University of Louisville.
- 2015 Red & Black Scholar Athlete Faculty Mentor, University of Louisville
- 2014-2015 Faculty Favorite Nominee, Delphi Center Awards, University of Louisville.
- 2014 Red & Black Scholar Athlete Faculty Mentor, University of Louisville
- 2013-2014 Faculty Favorite Nominee, Delphi Center Awards, University of Louisville (2014).
- A&S College Faculty Ambassador, University of Louisville (2014).
- Alexia Vanides Teaching Award, Integrated Marketing Communications Graduate Online Program (IMC), West Virginia University (2012).

### **INVITED GUEST LECTURES**

**Undergraduate Courses – University of Louisville (via Skype) 2011 - Present**

- **Social Media**
  - Social media and media planning (University of Pennsylvania, Lake Erie; Dr. Huan Chen): Fall 2011
  - Visual Storytelling in PR & Social Media (Kennesaw State University; Dr. Amber Hutchins): Fall 2012, Spring 2013
  - Social media and media planning (Southern Indiana University; Dr. Huan Chen): Spring 2011
  - Social media strategy for PR (California Polytechnic State University, Pomona; Dr. Nell Huang Horowitz): Fall 2012, Spring 2014
  - Blogging 101 (University of Tennessee, Knoxville; Dr. Courtney Childers): Spring 2012; Fall 2012, Spring 2014, Fall 2015, Spring 2016; Spring 2017
  - Managing online reputation (University of Missouri; Professor Sarah Symonds): Spring 2012
  - Managing online reputation (North Carolina A&T; Dr. Stephanie Kelly); Fall 2012
  - Social Media and PR (Florida State University, Dr. Patrick Merle); Spring 2015.
  - Social media and sports (Clemson University; Dr. Angela Pratt); Spring 2017.
  - Social media and crisis communications (Auburn University; Dr. Diana Sisson); Spring 2017
- **Crisis Communications**
  - Social media and crisis communications (University of South Carolina; Professor Geah Pressgrove): Fall 2012
  - Crisis communications (College of Charleston; Dr. Jessica Smith); Spring 2015, Fall 2015
  - Social media, crisis communication, and reputation management (Auburn University, Dr. Diana Sisson): Fall 2015, Spring 2017
  - Social Media & Issues management in Health Communications (Virginia Tech University; Professor Hannah Shinault): Fall 2011; Fall 2012
  - Social media and crisis communications (Quinnipiac University; Dr. Antoaneta Vanc – Master's Course); Spring 2012
  - Social media, PR, and crisis communications (Biola University; Dr. Carolyn Mae Kim); Fall 2014
- **Wearable Technologies**
  - Google Glass (North Carolina A&T; Dr. Stephanie Kelly); Summer 2013
  - Google Glass (Kennesaw State University; Dr. Amber Hutchins); Fall 2013

**Undergraduate Courses - University of Louisville (2012 – Present)**

- COMM 201 (Introduction to Communication Technology): Introduction to Social Media in Strategic Communications (Dr. Stuart Esrock): Spring 2012
- Communications Honors Class: Crisis communications, social media, and zombies (Dr. Jennifer Gregg): Fall 2014

**Graduate Courses – University of Louisville (2012 – Present)**

- Social media and crisis communications [Invited Talk]: Crisis Communications (Dr. Timothy Coombs of the University of Central Florida); Spring 2015
- LinkedIn and Social Media [Invited Talk]: Dr. Christine Schubiz, Emerson College; Spring 2015

- Social Media and PR [Invited Talk]: Dr. Guy Golan, Syracuse University; Fall 2015

**Undergraduate Courses - University of Tennessee, Knoxville (2008 - 2011)**

- *Public Relations*
  - CCI 150 (Communication in an Information Age): Fall 2008 - Crisis Communication and Crisis Management
  - CCI 150 (Communication in an Information Age): Fall 2008 - Public Relations
  - PR 370 (Public Relations Case Studies): Spring 2008- Crisis Communication and Message Strategy Theories in Public Relations
  - PR 380 (Public Relations Professional Development Seminar): Fall 2008 - Spring 2011; How to make an e-Portfolio and Managing Online Reputation
  - PR 380 (Public Relations Professional Development Seminar): Fall 2010 - Online personalities and managing online reputation
  - ADV 490: (Social Media in Advertising and Public Relations): Spring 2011 – Video sharing & Photo sharing in Social Media; Managing online reputation; Social media and crisis communications
- *Social Media*
  - PSY 201(Introduction to Psychology): Spring 2009 - Social Media & Managing online reputation (Laura Freberg, California Polytechnic State University, San Luis Obispo, CA)
  - PR 270 (Principles in Public Relations): Spring 2009; Summer 2009; Fall 2009; Spring 2010 - Social media and Public Relations;
  - PR 270 (Principles in Public Relations - TA): Spring 2010; Spring 2011 - Program Planning
  - IS 310 (Information Seeking Behavior): Spring 2010 - Social Media & Information Seeking Behavior
  - PR 320 (Public Relations Writing): Spring 2010 -Social Media and Public Relations
  - COM 340 (Research Methods): Fall 2009; Spring 2010 - Social Media & Research Methods

**Graduate Courses - University of Tennessee, Knoxville (2010 - 2011)**

- Public relations and Social Media (Public Relations Management; Dr. Michael Palenchar): Fall 2010

**PROFESSIONAL AFFILIATIONS**

---

- Association for Education in Journalism and Mass Communication Member, 2009-Present
- National Communication Association, 2010 – Present
- International Communication Association, 2012 – Present
- Reputation Institute, 2008 – Present
- Public Relations Society of America, 2015 - Present