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Karen Freberg, Ph.D.

2018 Media Kit



WHO IS KAREN?

Karen is an Associate Professor,
Researcher, Author, and Consultant in
Social Media, PR, and Crisis
Communications.

RESEARCH

- Social media
- PR
- Crisis Communications
- Message Strategies
- Social media pedagogy
- Reputation management



TEACHING

- Social Media
- Advanced Social Media Strategy
- Public Relations and Crisis Communications
- Introduction to Strategic Communications
- Strategic Communication Writing

CONSULTING

- Social Media
- Crisis Communications
- Social Media and Crisis Communications
- PR
- Measurement in SM
- Media Relations and Training
- Social Media Pedagogy
- Influencer Marketing

ACHIEVEMENTS

1. Award winning researcher in PR and Social Media
2. Author of three social media books
3. Invited keynote speaker at national and international conferences
4. Award winning professor (online and face-to-face)

INVITED TALKS



Melody Murphy @Melody_Mu... · 2 Nov 2017 · Social Media
Can't think of a better person to walk our staff through a "Digital Bootcamp" than @kfreberg 🙌 Thx for rocking it today at @MetroUnitedWay! – at Metro United Way



1 6



Donnalyn Pompper @dpompper · Mar 16
Hot news for Spring '18! Mark your calendar, @UOsojc @UOPRSSA @AllenHallPR, THE incomparable Dr. Karen Freberg @kfreberg is joining us 5/23/18 as our Public Relations Game Changer speaker series guest! Welcome Dr. Freberg! 🍀🍀🙌🙌

Game of Social Media:
Public Relations' Place & Future in the Evolving Battlefield of Emerging Media

Karen Freberg

Wednesday, May 23
6–7 p.m.

141 Allen Hall

UNIVERSITY OF OREGON
School of Journalism and Communication

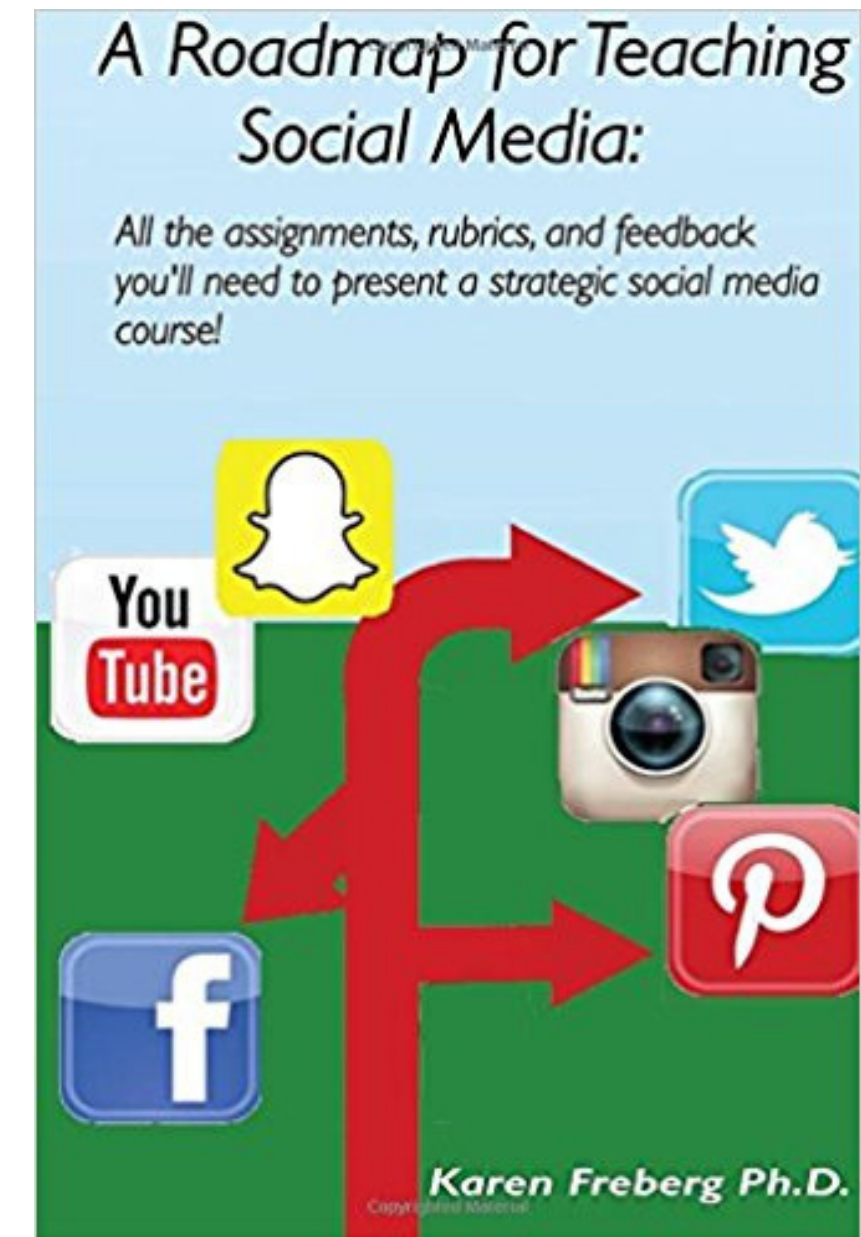
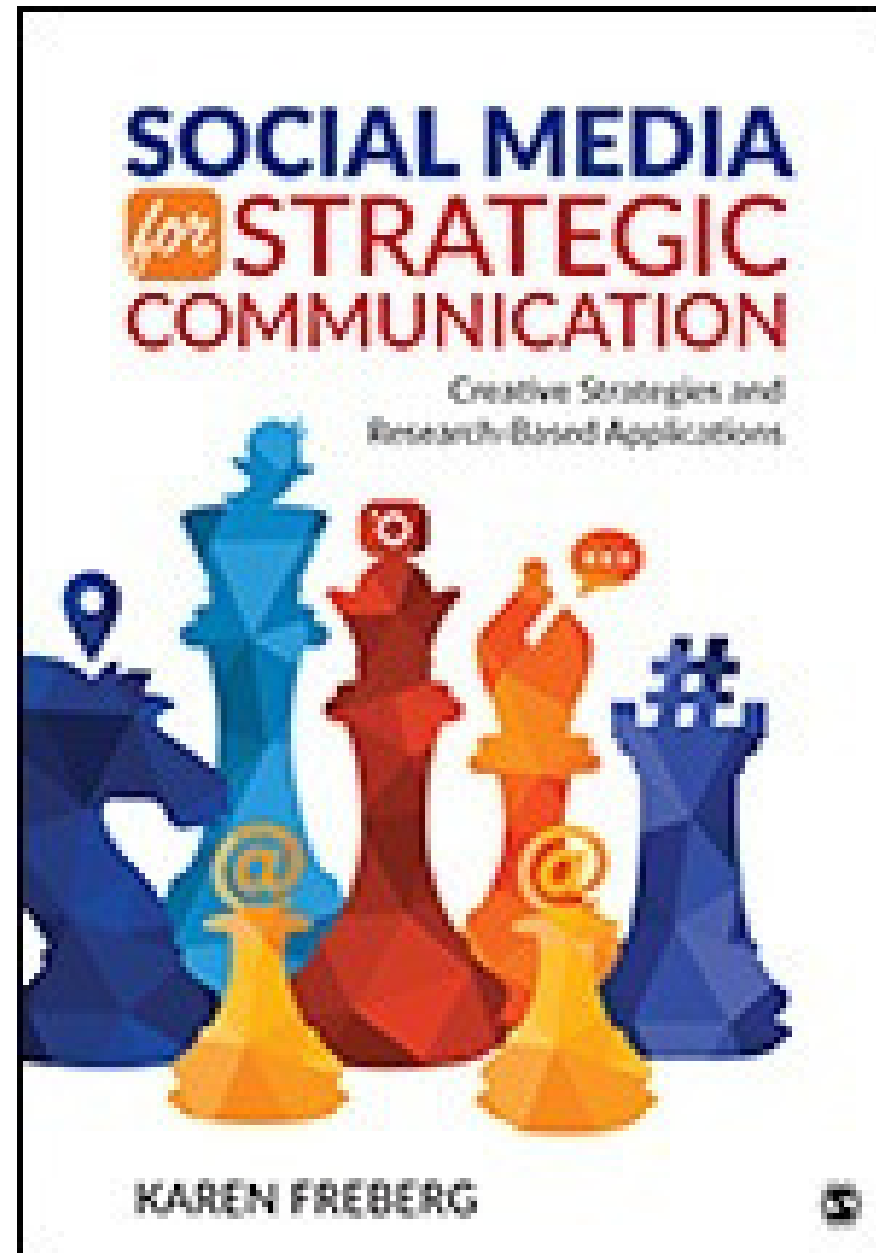
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PRESENTATION TOPICS

- Social media
- SM + Crisis
- Teaching SM
- Emerging Media
- Crisis Communication
- PR emerging trends
- Digital and Social Analytics
- Listening + Monitoring in SM era



AUTHOR OF THREE PUBLISHED BOOKS



KAREN HAS PRESENTED AT PROFESSIONAL CONFERENCES IN THE INDUSTRY SUCH AS:

- ICRC
- PRSA
- Cannes Lions
- SXSW
- Reputation Institute
- CASESM
- Higher Ed Summit by Salesforce



INTERVIEWS + FEATURES

Dr. Josie Ahlquist @ · 2 Nov 2017 · Friendly Student Affairs

- Resources for #SMprofs? ✓
- #SoMe strategy advice? ✓
- Coffee? ✓

My convo w/@kfreberg has it all! Listen here: buff.ly/2z7nBZm




Dr. Josie Ahlquist
A social media professor running creating real-world opportunities
josieahlquist.com/pod

2

Nasdaq @MyCorpSolutions Following

Your personal brand is your most valuable asset Key insights from @kfreberg spr.ly/60128xizo #PR #comms



Personal Branding Expectations for Public Relations and Communication...
n Freberg discusses the importance of establishing a personal brand on social.
ness.nasdaq.com

1 - 24 Aug 2017

Talkwalker @Talkwalker · Mar 31 · Friendly Marketing

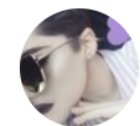
"In order to provide value to the C-suite, #PR must be able to tie in key metrics that have a direct impact on business objectives" says @kfreberg. Find out what metrics impact your CEO =>ow.ly/uLO030iMtey



How to prove the value of your PR strategy to your CEO

3

STUDENT TESTIMONIALS

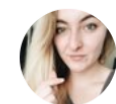


Emily Hayes
@emercis

Following

I love my job. Thank you to @kfreberg for being the most supportive, incredible professor I've ever had. I wouldn't have pursued my dream if she hadn't given me the confidence to try. #FrebergAlum ❤️

2:27 PM - 22 Jan 2018



Danielle Henson
@xodanielleh

Follow

My favorite professor is cooler than yours.
@kfreberg 😊

Dwayne Johnson @TheRock

Replying to @Cinnabon @kfreberg

Thank you Dr Karen! Appreciate the luv. Speaking of luv... I need more Cinnabons in my life.

4:10 PM - 23 Jan 2018

1 Retweet 6 Likes



Michael Jester @PausedFace · May 5

Thank you @kfreberg for presenting me with the opportunity!!! 🐎❤️



Karen Freberg, PhD · #SMprof, Consultant + Author

Major props to @PausedFace for creating some 🔥 content for @KentuckyDerby on @instagram stories for #KyDerby!...



BRANDS WHO HAVE WORKED W/ KAREN

Some of the brands who have partnered with Karen include Hootsuite, HubSpot, Meltwater, Adobe, Adidas, General Motors, Breeder's Cup, Signature HealthCARE, Dallas Mavericks, among others.



RESEARCH

Karen's research has been cited over 400 times, according to Google Scholar.

Karen's article "Who are social media influencers?" is currently #1 most downloaded article from *Public Relations Review*.

Karen also sits on several editorial boards for journals such as JPRR, Corporate Communication, Journalism and Mass Communication Quarterly, amongst others

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CiteScore: **1.89**

More about CiteScore

Impact Factor: **1.311**

5-Year Impact Factor: **2.086**

Source Normalized Impact per Paper (SNIP): **1.236**

SCImago Journal Rank (SJR): **0.991**

> View More on Journal Insights

Most Downloaded Public Relations Review Articles

The most downloaded articles from Public Relations Review in the last 90 days.

Who are the social media influencers? A study of public perceptions of personality

March 2011

Karen Freberg | Kristin Graham | Karen McGaughey | Laura A. Freberg

[Twitter](#) [Facebook](#) [Google+](#) [LinkedIn](#) [Mendeley](#)

Is the medium the message? Perceptions of and reactions to crisis communication via twitter, blogs and traditional media

March 2011

Friederike Schultz | Sonja Utz | Anja Göritz

[Twitter](#) [Facebook](#) [Google+](#) [LinkedIn](#) [Mendeley](#)

Keeping up with the digital age: How the American Red Cross uses social media to build relationships

March 2011

Rowena L. Briones | Beth Kuch | Brooke Fisher Liu | Yan Jin

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SHARE OF VOICE

Facebook **1000**

FB #SMprofs Group **700+**

Twitter **6500+**

Instagram **715**

LinkedIn **1700**





INTERESTED IN COLLABORATING?

CONTACT KAREN:

kjf@karenfreberg.com

www.karenfreberg.com/blog

[@kfreberg](https://www.instagram.com/kfreberg)