

## About SMACC

In August 2014, the School of Communication launched the state-of-the-art Social Media Analytics Command Center (SMACC) on the second floor of Fell Hall. The SMACC is a 600-square-foot facility dedicated to studying social media analytics and strategy that serves as a classroom, research laboratory, media war room, and consultation studio.

Students, faculty, and researchers use the SMACC to identify public conversation from major social media platforms, popular discussion forums, and major blogs. Using specialized software they can analyze these conversations for key data such as top influencers, trending keywords and concepts, audience metrics, geographic location of posts, user sentiment, and how the share of voice works in the social web.

The School of Communication is developing curriculum and programming that utilize the SMACC's capabilities to enhance the social media skill sets of our majors in communication studies, journalism, mass media and public relations. The SMACC is also serving as a platform to launch new partnerships with other academic units, university offices, companies, and nonprofit organizations in Bloomington-Normal and across Illinois.

## Examples of research projects, programming, and partnerships include:

- a health communication seminar that studied how Midwest hospitals use social media to communicate with doctors, patients, and the general public
- a campus watch party for the 2014 midterm elections that followed live election returns and examined how the Illinois candidates used social media in their campaigns
- support for ISU alumni and admissions events and campaigns
- analysis of a national TweetUp for President Obama's 2015 State of the Union address
- a social media boot camp that partners advanced students with local businesses to develop social media strategy
- real-time analysis of social media activity during ISU football and basketball games
- "The Bottom Line," a weekly television show produced by TV-10 that focuses on using social media analytics for feature reporting
- creating a hub for local and regional media outlets to report on social media issues
- real-time monitoring of social media about disasters and emergency situations that affect communities, which builds understanding about what is happening and how the situations are being managed
- examining the widest scope of social media activity surrounding organizations and matters to which they are related, which reveals patterns in and helps us learn from knowledge, sentiment, and action in what is posted

Only a handful of similar facilities exist on university campuses, and through the SMACC the School of Communication and Illinois State University bring cutting-edge social media education and research to Central Illinois.



**More information at [Communication.IllinoisState.edu/tours/smacc](http://Communication.IllinoisState.edu/tours/smacc)**

**For additional information about the SMACC, please contact our assistant director of Convergent Media, Nathan Carpenter at [njcarpe@IllinoisState.edu](mailto:njcarpe@IllinoisState.edu).**