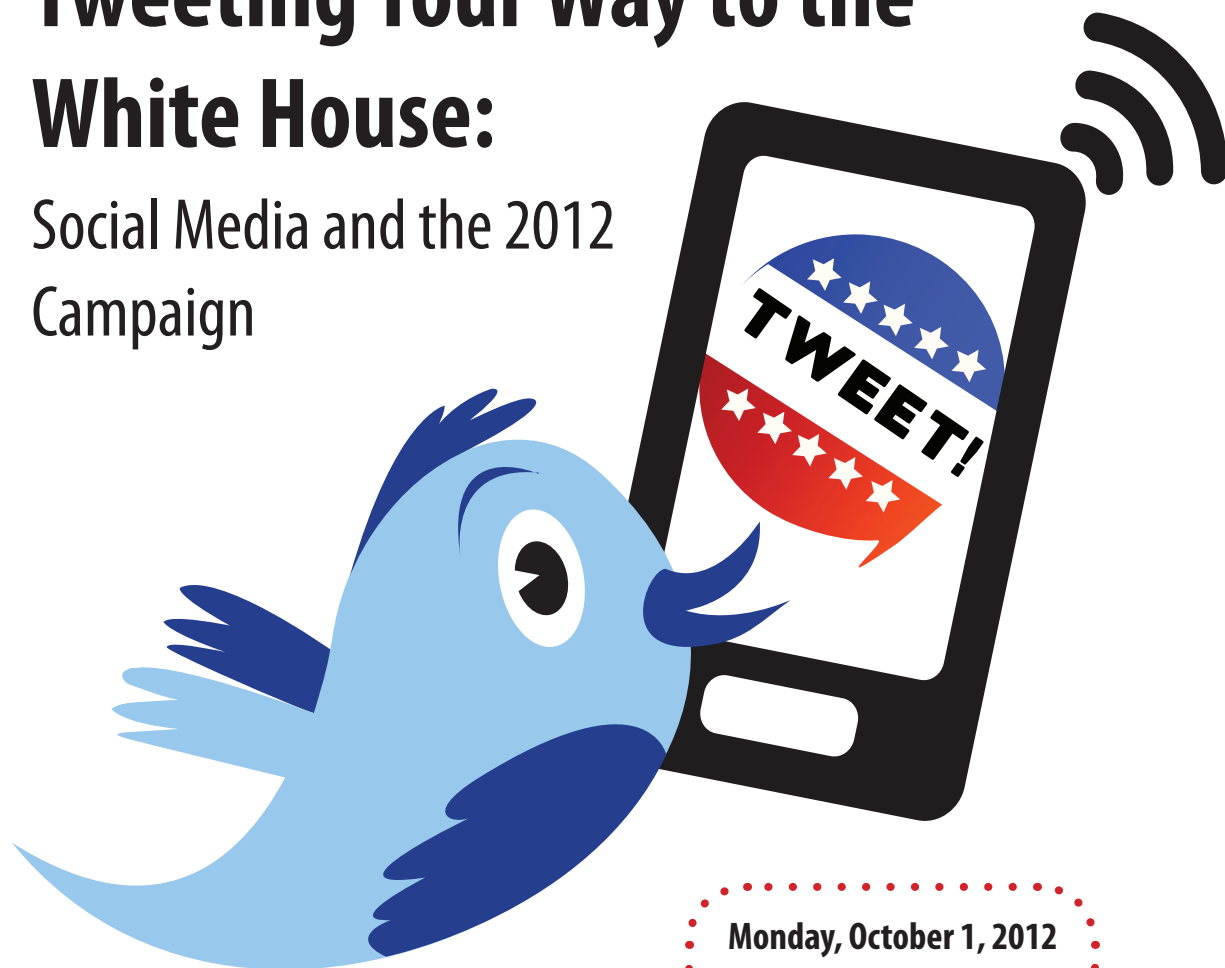


Tweeting Your Way to the White House:

Social Media and the 2012 Campaign



Monday, October 1, 2012
Banatao Auditorium
Sutardja Dai Hall
4-5:30 p.m.

Panelists:

- **David All**, Founder, David All Group
- **Daniel Kreiss**, Assistant Professor of Journalism and Mass Communication, University of North Carolina, and author of *Taking Our Country Back: The Crafting of Networked Politics from Howard Dean to Barack Obama*
- **Theo Yedinsky**, President of Social Stream and Vice President of Sales for North Social

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