DIGITAL DAY · OCTOBER 7, 2026

General Session	Atrium Stage			
9 to 9:10 a.m.	Welcome			
9:10 to 9:30 a.m.	Keynote · The Social Playbook: Inside the Seahawks' Social Strategy			
9:30 to 10:05 a.m.	Panel Discussion · Ready for Kickoff: Winning Fans and the Social Media Game for Major Moments			
10:05 to 10:10 a.m.	Break			
10:10 to 10:55 a.m.	Panel Discussion · Who Do People Trust? A Conversation with Local Creators			
10:55 to 11 a.m.	Break			
Breakout Sessions	**Loft 1B**	**Loft 2**	**Loft 3**	**Loft 4**
11 to 11:45 a.m.	Authenticity Gaps, Parasocial Media, and Institutional Communications in 2026	When Everything Goes Dark: Communicating Through a Ransomware Attack	What Would Jimothy Do? Building Digital Strategies That Actually Drive Impact	Ethnic Media: Building Social Media Partnerships That Reach More of Your Community
11:45 a.m. to 12:40 p.m.	Lunch			
12:40 to 1:25 p.m.		Doesn't Glitter? It Can Still be Gold: Making Thumb-Stopping Content Without Stunning Visuals or Sophisticated Software	Bypassing the Noise: Social Media Best Practices for Counteracting Misinformation	Beyond the Numbers: Rethinking Analytics as Storytelling
1:25 to 1:30 p.m.	Break			
1:30 to 2:15 p.m.		How to Make Your Friends Famous: Turning Your Coworkers Into Storytellers	Free Me From Cringe: Navigating Trends and the Speed of Social Media	Picture It: A Better LinkedIn Strategy
2:15 to 2:25 p.m.	Break · Refreshments			
2:25 to 3:10 p.m.		Defining Human Judgment in the Age of Content Automation	Swept Away: Lessons from the 2025 Flood for Small Shop Communicators	State of Social Gov: Where Do We Go from Here?
3:10 to 3:15 p.m.	Break			
3:15 to 4 p.m.		Reddit 101: How to Use the Front Page of the Internet for Situational Awareness and Messaging	Using Canva for Enterprise Branding at Scale: How the UW Built Strong Foundations and Systems for Institutional Branding and Communications in a Highly Decentralized Environment	Matching the Energy: Creating Content Your Community Actually Wants to Engage With