

InterSocial Workshop on Online Social Networks  
**Social Networking as a new Knowledge System: Strategies and Perspectives for the Future**

Lecce, 18 October 2013, Via Libertini 1 (ex Conservatorio Sant'Anna)

The Euro-Mediterranean Cultural Heritage Agency

**AGENDA**

9,30 – 10,30 Meeting InterSocial

10.30-10,45 – Welcome and Opening Remarks

10,45-13,00 **Session 1 : Social Media Marketing for Local SMEs**

Chair: Ubaldo Villani-Lubelli

10,45-11,15: Eleftherios, Papachristos (University of Patras): The Introduction of Social Media Tools to Greek SMEs: A Case Study.

11,15-11,45: Novielli, Nicole (University of Bari, Italy): The ESA Tool for Enhancing Local SMEs

11,45 – 12,00 Coffee break (Gelateria South, Via Libertini)

12,00-12,30: Ioannidis, Ioannis (University of Patras, Greece): SONETA a Tool for Supporting SMEs Social Presence

12,30-13,00: Degennaro, Eliana (InCim@ Social Network Strategy, Lecce): How to Promote Cultural Heritage through the Social Network

**Lunch Break**

13.00 – 14.30

14,30-16,20: **Session 2 : Social Networking: Strategies and Practices**

Chair: Ubaldo Villani-Lubelli

14,30-14,50: Pitoura, Evaggelia (University of Ioannina, Greece): How People Describe Themselves on Twitter

14,50-15,10: Kotrotsios, Ioannis (University of Ioannina, Greece): Analyzing FourSquare Tips

15,10-15,30: De Vitis, Loredana (Writer): An Artistic Strategy in Working with Words: How I Narrate through the Web

15,30-15,50: Beccarisi, Massimiliano (Woodworker, "Per fare un tavolo"): The Role of Social Networks in the Promotion of a Wood Artisan

15,50-16,10: Carparelli, Mario (Philosopher): The "unknown philosopher" Giulio Cesare Vanini (1585-1619) and His Official Facebook Fan Page

16,10-16,45: Coffee Break

**16,45-17,45: Session 3 : Intersocial Tools**

Chair: Ubaldo Villani-Lubelli

16,45-17,15: Novielli, Nicole (University of Bari, Italy): Trust Building in Customer-Supplier Relationships: an Empirical Study

17,15-17,45: Kotrotsios, Ioannis (University of Ioannina, Greece): The InterSocial Monitoring Tool

20,30: Dinner (Restaurant, Boccon Divino, Via Libertini)