

FOR IMMEDIATE RELEASE
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MEDIA ALERT

**SOCIAL MEDIA BOOT CAMP HEADS
TO SOUTHERN MISS**

**USM GRADUATE RETURNS TO CAMPUS TO HIGHLIGHT IMPORTANCE
OF SOCIAL MEDIA EDUCATION**

NEW ORLEANS — Former television news anchor and 1997 Southern Miss graduate Scott Walker will be in Hattiesburg on Tuesday to present his Social Media Boot Camp to students at the University of Southern Mississippi. The Boot Camp focuses on the pitfalls and benefits of social media use, featuring real-life examples of screw-ups that have cost people everything.

Before stepping away from a 23-year television career at the end of July to open his own consulting firm, Scott worked in news and sports across the Southeast. Stops included Hattiesburg (WDAM), Jackson (WLBT), Gulfport-Biloxi (WXXV), Mobile (WPML), Orlando (WESH) and New Orleans (WDSU).

Part of Scott's passion is teaching social media smarts to under-taught middle and high schoolers, college students and professionals. Clients include various schools, college athletic programs and the New Orleans Pelicans.

Scott's Social Media Boot Camp lasts about 60 minutes and includes a question and answer session.

EVENT DETAILS

- Scott Walker's Social Media Boot Camp
- Tuesday, Nov. 13 at 6:30 p.m.
- The Joe Paul Theater at the University of Southern Mississippi

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