

BIP - Social Media Week
Voices from the Digital Frontline

A Blended Intensive Program for for Social Media Teams all over Europe

University of Parma – 1-5 December 2025

Social media is no longer just a tool for visibility, it's an essential part of how universities communicate, represent themselves, and connect with their communities. But behind every post, story, or campaign, there's a team making choices, solving problems, and trying to stay both strategic and human.

This Blended Intensive Programme (BIP), hosted by the University of Parma (Italy) at the end of October 2025, is designed for the social media teams of our European partner universities. It's a space to step back from the daily rush of content production and take the time to reflect, exchange practices, and grow together.

Over the course of one week in Parma, participants will explore how university social media can be more meaningful, creative, and collaborative. Through workshops, team labs, and case studies, we'll dive into platform strategies, content co-creation, crisis management...and yes, even failure. One day will be entirely dedicated to mistakes: those moments when something doesn't go as planned, and we're forced to ask ourselves, what now?

This BIP is not a traditional training. It's a living lab, a chance to compare what happens behind the screens in different universities, and to imagine what we could do better. Each team—composed of communication staff and students—will collaborate in international groups, creating content and ideas that could inspire future campaigns.

If your university is rethinking its voice online or wants to empower its social media team, we hope to see you in Parma.

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 **Timetable (tbc)**

Day	Theme	Activities	Goal
Day 1 – <i>Welcome & Team Building</i>	Introduction & Icebreakers	Welcome session, keynote on the role of social media in universities, speed networking	Build a shared purpose & connect international teams
Day 2 – <i>Behind the Feed</i>	Workflow & Platform Strategy	Workshop on planning, scheduling, and cross-platform content; campus walkthrough for content ideas	Understand how social media is structured across institutions
Day 3 – <i>Creativity & Co-Creation</i>	Content in Action	Mixed teams create mock content for real or fictional campaigns; feedback rounds	Practice creating together and embrace different creative styles
Day 4 – Throwback Thursday - <i>When Things Go Wrong</i>	Failures, Crises & Learning Moments	Case studies of failed posts, crisis responses, and social “oops”; group discussion	Reflect on mistakes and turn them into learning opportunities
Day 5 – <i>Presentation Day</i>	Final Showcase & Wrap-up	Each team presents a mini strategy or campaign; closing reflections; digital badges	Celebrate work, share insights, and close the experience