

# #TEDXLSU



## SOCIAL MEDIA TEAM DAY-OF PLAN PACKET

### INCLUDES:

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# INDIVIDUAL TASKS

**Manage overall:** Malori, [Mal Pal](#), [All-Knowing High Priestess of Digital Realm](#)

## Facebook

### 6-7 POSTS DAY-OF

- **Producer & Responder:** [Caroline](#), [Facebook Crafting Queen](#)
  - Posts scheduled posts
  - Keeps up with what's going on
  - May alter posts/make new posts to go with speeches and events
  - Post pictures
  - Answers questions from followers
  - Responds to comments
  - Like/Heart/Whatever with these new reactions people's positive posts
  - Keeps conversations going

## Twitter

### Live Tweeting--NO LIMIT

- **Producer:** [Chelsea](#), [Goddess of Live Tweeting & Friend to J. Ceppos](#)
  - Posts scheduled post
  - Keeps up with what's going on
  - May alter posts/make new posts to go with speeches and events
  - Post pictures
- **Responder:** [Kamila](#) (also Volunteer Care Room lead, Instagram producer)
  - Answers questions from followers
  - Responds to comments
  - Favorite positive responses!
  - Keeps conversations going
  - Helps producer as needed, if no conversations arise
  - Volunteer Care Room - go check every ## minutes or so

## Instagram

### 4 POSTS DURING DAY OF (roughly 4, no spam)

- **Producer:** [Kamila](#) (also Volunteer Care Room lead, Twitter responder), [Supreme Idea Master Lady](#)
  - Post in the beginning, middle and end
  - Try to use high quality photos from the photography team or communicate what you need to them
  - If needed, take what you photos need on your phone
  - Keep it cool and artsy as possible
  - Make sure to keep up with the hashtag and like posts with #tedxlsu as TEDxLSU

## Snapchat

- **Producer:** [Haley](#), [Snap Princess & Liaison to TEDx Youth](#)
  - Live snapping
  - Talk to speakers, TEDsters
  - Backstage - get "exclusive" content
  - Lobby, Outside, Events

- Keep it lighthearted and fun; feel free to use emojis - most of the audience is young

**Graphics Liaison:** Victoria Roberts (also Backstage Post-Talk Interviewer)

- Put day-of photos into SM templates
- Possibly create new ones as needed
- Look for anything that can be made into cool visuals and make suggestions as they come (pictures tend to foster more engagement on social media than plain text)
- Backstage Post-Talk Interviewer - get quick videos of speakers as they come off the stage after their talks, make sure they answer fun questions related to the talk and are able to let the public know whatever extra information pertaining to their talk

**Front House Liaison:** Ashton, *Sassy Lady in Charge*

- Keeps the social media room up to date of what's happening, what they can't see
- Aware of what's being posted
- Base knowledge of speaker content
- Communicate with Malori

**Photo/Video**

- **Photographer:** Colby
  - Takes candid photos throughout the event
  - Takes photos of the speakers on stage
  - Passes SD card to Ashton, who will upload to the Drive in a specified folder

# SOCIAL MEDIA DOs AND DON'Ts



## Do:

- Most important: pay attention to the speakers.
  - We are pre-crafting posts based on what happens during the dress rehearsals, but the speakers are not reading their speeches, so **anything can happen** during the live event.
  - You may be required to alter quotes, a speaker may not say something at all, or they might say something new that we like and want to quote.
- Get creative.
  - If you think of a better way to say something, go for it. We want the best content we can put out there. Don't be afraid to share yours.
  - Remember everything you love to see and share on social media - GIFs, pictures, infographics. We are talented people and we have the ability to make creative posts with more than just words.
- Create conversations with your posts. Encourage shares/ retweets/ replies.
- Keep those conversations going.
  - If someone asks a question, answer it to the best of your ability. If you have no idea, ask someone else in the room.
- Remember good customer service!
  - Take your please and thank-yous to a new level.
  - Everything we do reflects on TEDxLSU as a whole.
- Stay on brand.
  - Keep the TEDxLSU voice. Don't say something the brand wouldn't put out into the world.
  - You can and should use a casual, shareable tone, but don't get crazy.
- Proofread, proofread, proofread.
  - Everyone makes mistakes, but we want to try our best not to publish them. Even something we have pre-crafted may be missing punctuation or something. Proofread everything before you send it out.
  - If you post something grammatically incorrect, fix it.
    - Facebook: edit.
    - Instagram: edit.
    - Twitter: delete if it is recognized quickly and no likes/retweets. Just tweet it again and apologize for the typo if many people have seen it.
    - Snapchat: Depends. If you can capture the picture again, edit. If it was a once-in-a-lifetime shot, post a quick follow-up picture with the edited caption.
  - Names are especially important.
- Stay calm and expect the unexpected.
  - We will try to have contingency plans for any predictable problems.
  - If a problem arises, tell Malori. PR has to put on a good face for the whole event; if we panic, everyone will.
- If you are confused, worried or unsure about anything - don't hesitate to ask questions.
  - Social media is timely and once it's out there, it's pretty much out there, no matter if you delete it. It's definitely better for you to ask questions BEFORE posting something than to potentially make an error.
- Be helpful.

- If you are not busy at the moment (Facebook, Instagram people) offer your help to everyone else. Create a cultivating environment.

## Don't:



- MISSPELL A NAME. When in doubt, check the packet (or the quick reference on the next page!)
- Post bad or low quality content.
  - If a picture is blurry, tell the photographer. If you think a post could be better said, re-word it. We don't want to be associated with bad content.
- Respond to negativity with negativity.
  - If someone posts a negative opinion about TEDxLSU, it's unethical to remove the post. We do not have to respond. It's probably best not to.
  - If someone is having a negative experience, or says something similar, we SHOULD respond. Try to fix their problem if possible and apologize. Do this quickly and let Malori know if we need to physically go help someone out.
- Post something a speaker did not say.
  - Revert back to paying attention. People in the audience will know. Those quotes won't be in the videos. They may not even fit into the talk anymore and confuse everyone following along on Twitter.
- Post profanity or anything inappropriate.
  - Just no.
- Leave the Media Hub without letting someone know.
  - Things will probably be hectic and everyone has one specific job to do. Don't assume anyone can pick up your job for you if you just aren't there. Let someone know if you need to step out, so we can make arrangements.
  - Also, don't just leave if you aren't needed elsewhere/ have an emergency/ are running to the restroom. We need you.
- Be a bad team member.
  - Don't purposely distract your teammates. Don't be rude or negative toward their ideas. We want to cultivate a positive, helpful, fun and most of all, successful working environment.

## TED Voice

When writing posts or responding on social media, stick to these TED voice tips. We want to sound like one collective voice today, not multiple voices.

1. Be inclusive. Use we and us. TED is about diversity, make sure you are including all groups when you post something.
2. If responding to someone, start off with a greeting.
3. Remember, everything we do is geared towards creating the best environment for our attendees. They come first and so does their experience.

**SPEAKER NAMES & SOCIAL MEDIA HANDLES**  
**(QUICK REFERENCE FOR SPELLING/POSTING)**

SPEAKER NAME	TWITTER	INSTAGRAM	FACEBOOK
<b>Amanda Staiano</b> (Sty-ah-know)	<b>@amandastaiano</b> @pbrcnews @american_heart	@penningtonbiomed @american_heart	-Pennington Biomedical Research Center -American Heart Association -National Institute of Health
<b>Barton Gilley</b> (jill-lee)			
<b>Bianca Smith</b>	<b>@biancasmith683</b> @manshipschool @lsulegacymag	@manshipschool @lsulegacymag	-Manship School of Mass Communication -Legacy Magazine
<b>Chris Thomas King</b>	<b>@ctkmusic</b> @tipsfoundation	<b>@ctkmusic</b> @tipsfoundation	
<b>David Klanecky</b> (Kluh-nes-kee)	<b>@davidklanecky</b> @albemarlecorp	@albemarlecorp	-Albemarle Corporation
<b>Gary King</b>	@lsuscience	@lsugeauxsci	-LSU College of Science
<b>Ginger Guttner</b>	<b>@miketigervi</b> @gguttner @lsuветmed	@miketigervi @lsuветmed	-LSU School of Veterinary Medicine -Mike the Tiger
<b>Dr. Hector Alila</b>	@mdandersonnews	@mdandersoncancercenter	-MD Anderson Cancer Center
<b>Joseph Tucker</b>	@hydra_guard	@hydra.guard	-Hydra Guard
<b>Sister Judith Brun</b>	@sjabatonrouge	@sjabatonrouge	-St. Joseph's Academy Baton Rouge
<b>Mark Benfield</b>	@lsu_cce		-LSU School of the Coast and Environment
<b>Lt. Gen. Russel Honoré</b> (Ahn-uh-ray)	<b>@ltgrusselhonore</b> @greenarmy_la	<b>@ltgrusselhonore</b>	
<b>Kristofer Hill &amp; Julia Chacon</b>	<b>@Krowmusic</b> <b>@Julia_Chacon</b>		

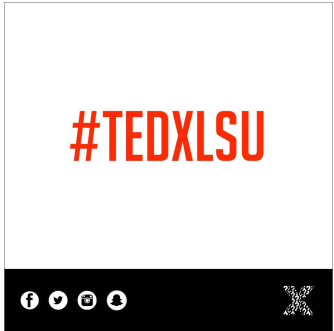
## SOCIAL MEDIA POSTS (OFFICIAL WORDS, AS OF DRESS REHEARSALS)

Fit these things into all:

- Day-of hashtag
- All media--promote “why we laugh ted talk” after we show in live event
- TEDxLSU opener video
- Other events - SEAPerch, art gallery, poetry, dancing
- Pictures of past speakers before/during/after enjoying the event - speaking to each other. R&R style (make sure we get photos like these even if we don't post them constantly)

## FACEBOOK

- Make a list of anyone you cannot tag in the pictures so we can ask Melissa/Rebecca/Annemarie to do it Sunday. Typically it's because the person requires a friend to tag them, and if anyone is FB friends with a speaker it'll be one of them.

TIME (generally)	WORDS (remember: spell check and word check)	IMAGE (if applicable)
11:00 a.m.	Today's the day! Don't forget to use our hashtag with everything you post today on any social media channel!	
Amanda Staiano	<p>Children today are expected to live shorter lives than their parents. The main suspect: obesity. That's a scary fact, but researcher Amanda Staiano shared her solution: exergames! With funding from the @American Heart Association at @Pennington Biomedical Research Center, she is currently testing how social support impacts the way children game and the impact it has on their health. She encourages you to think about the health of yourselves and future generations. So grab a friend, a video game and go play!</p>	<p>-Preferably pic while speaking -If not, head shot - Try to tag her in the picture once posted.</p>
Chris Thomas King	<p>-blues from Louisiana not from Mississippi - “I came of age in my father's juke joint. I learned music first hand.” - “I play music in the key of freedom.” Chris Thomas King plays music in the key of freedom.</p>	<p>-speaker pic playing guitar (no other speaker has an instrument; unique shots wanted)</p>

	- "The blues was born in Louisiana. Not Mississippi or Texarkana."	
Mark Benfield	In this era of globalization, it's easy to feel there are no more creatures left to be discovered and the days of exploration are over. Oceanographer Mark Benfield assures it is not a question of if there is ocean left to explore, but how to get down there. In his TEDx Talk, he presents you with an unexplored wilderness right in Louisiana's back yard: the Gulf of Mexico. Benfield's project SERPENT connects academia and the petroleum industry with the necessary equipment to survey the vast depths of the ocean. What was your favorite ocean creature he showed us?	-speaker pic (maybe with the fish in the background)
Sister Judith Brun	Sr. Judith Brun has dedicated a large portion of her life to quelling what she calls, "self-defeating behaviors." She recognized these behaviors when caring for children in displaced families in New Orleans after Hurricane Katrina and underserved neighborhoods in Baton Rouge, and saw the children struggling with language skills. But Sr. Judith realized we all have these self-defeating behaviors when we isolate ourselves from the surrounding community. She challenges you to re-calibrate these behaviors through healthy relationships and by simple kindness. How can you re-calibrate these behaviors?	-stage picture
Bianca Smith	Bianca Smith is an @LSU Manship School student by day and comic book writer by night. She quickly found these virtual worlds in her comic books weren't as vibrant as she imagined. She challenges the superhero stereotype with her own comic book: "The Glitz Squad," featuring female military commanders diverse in race and sexuality. Bianca's TEDx Talk shows everyone is capable of being a hero. Isn't now the time to prove it?	-stage picture
David Klanecky	Nearly 70,000 Americans die from air pollution related illnesses each year. In his TEDx Talk, David Klanecky, a chemical engineer in the water and energy industry, shares ways we can help lower air pollution in the worst offender: transportation. He encourages you to believe in the power of one. One small change can lead to big ramifications for our world. What's one thing you could do to lower air pollution?	-stage pic -graphics from ashton
Ginger Guttner	Ginger Guttner shared with us the story of how she became the state's most famous tiger on the Internet.	-stage pic



	<p>Guttner lends her “paws” to Mike VI, Louisiana State University’s live tiger mascot. She shared the public relations struggles and triumphs of being a tiger on the Internet with TEDx attendees. Social media allows Mike to engage with his nearly 100,000 followers. So why is it okay for Ginger to pretend to be a tiger on the internet? Because it brings people closer to Mike and to LSU.-GET QUOTE</p> <p>It fosters nostalgia and tradition. In a way, Mike is all of ours. What makes you proud to be a tiger?</p> <p>-Why are you proud to be a tiger?</p>	
Retired Lt. Gen. Russel Honoré	<p>Every generation has a war. What about this generation? Retired Lt. Gen. Russel Honoré reveals this generation’s war is not against a physical enemy, but an environmental one. We must foster resilience; prepare ourselves and our communities for the consequences of climate change and work toward a resolution. Together, we can find innovative ways to reduce the negative effects of climate change, if we are willing. The world is waiting for us. What did you think of Honore’s talk?</p> <p>-Resiliency -resilient individual, citizen, leader -Leader -be prepared;</p>	-stage pic
Gary King	<p>Our descendents looked to the heavens for explanations about our world. Gary King is still helping to tell those stories, specifically those from Mars. King shared his studies of microbes that could potentially survive on Mars. So why Mars so important? “It is a celestial mirror of the best of who we are: we are pioneers, inventors and collaborators that draw on strengths to create a future.” Why do you look to the heavens?</p>	-stage pic
Barton Gilley	<p>Everyone has something that really gets their blood pumping. For Barton Gilley, it’s creating something from nothing. The movies fascinated him from a child. In his TEDx Talk, he shared some of his creations. He encouraged attendees to embrace limits because they can result in new and interesting ways to solve problems, and to remember that everything starts from nothing.</p>	-stage pics -animatronic pics
Dr. Hector Alila	<p>Almost everyone, either directly or indirectly, has been affected by cancer. Dr. Hector Alila’s research</p>	-stage pic

	<p>at his comp is working to reduce that. His drug has the potential to change cancer from a deadly disease to a manageable one. Cancer attacks cells. Chemotherapy, the most popular treatment used against cancer, kills the cancer cells and the healthy ones around them, leaving recipients almost worse off. The drug he is working on kills cancer cells without harming the normal cells. His research gives hope to those suffering from cancer and could completely change the way we treat the disease.</p> <p><b>CLOSING</b></p>	
Joseph Tucker	<p>Joseph Tucker identifies himself as a product developer, small business owner and complete failure. His TEDx Talk encouraged attendees to embrace failure. His creation, Hydra Guard, encountered many obstacles in the early stages. Tucker advised attendees to trust themselves, even in failure, and that failure is a possibility, but giving up is never an option. When is a time you triumphed over failure?</p>	
Flamenco/Poetry	<p>Did you know TED stands for “technology, entertainment, and design?” _____ truly showcases these tenants.</p>	
Before/During Intermission-- Exhibits	<p>Don't forget to check out our exhibits during the break!</p> <p><b>It's brain break TEDsters!</b> Take this time to check out the SeaPerch, hosted by LSUHSE. thanks College of Music and Dramatic Arts and the College of Art and Design for lending us your awesome talent for the “Art of the App” exhibit! Take an ocean dive with the LSU SCHOOL COAST AND ENVIRONMENT and their 3D Underwater Adventures exhibit! Thanks to all of the talent that helped make our awesome exhibits possible! What's been your favoring TEDx moment so far TEDster?</p>	-combine into one
Poetry	<p>Couldn't get enough of Vincent Cellucci's, Jesse Allison's and Derick Ostrenko's unique poetry? Continue the experience here:</p> <p><b><a href="http://tedxlsu.emdm.io/">http://tedxlsu.emdm.io/</a></b></p>	
Flamenco	<p>Kristofer Hill and Julia Chacon taught TEDsters the coded language of Flamenco.</p>	

## FACEBOOK COMBO POSTS

### Gary and Mark

Hey TEDsters! Hope you are all having a wonderful experience! Here's a quick recap from Session A Louisiana State University professors Gary King, of the College of Science, and Mark Benfield, of the LSU School of the Coast and Environment, encouraged TEDsters to be modern day explorers. King talked about his research with microbes and the possibility of life on Mars. Why is Mars so important? According to Gary King it can tell us more about Earth and our place in it. Benfield gave TEDsters an inside look at an unexplored wilderness right in our backyard: the Gulf of Mexico. His work with SERPENT, a program that connects academia and the petroleum industry, is helping to advance exploration for both industries. Why do you think exploration is important?

### Joseph and Judith

Sister Judith Brun and Joseph Tucker advised TEDsters to face failure and in some cases, embrace it. Sr. Judith dedicated a large portion of her life quelling "self-defeating behaviors," knowing such an endeavor would not be easy. She encouraged TEDsters to re-calibrate these behaviors by developing relationships in our communities. Product developer, business owner and self-proclaimed complete failure Joseph Tucker built his success on failure. His product, Hydra-Guard, would not have been possible without his failures. "Failure is a possibility," he said, "But giving up is never an option." Have you ever created a success built on failure?

### Entertainment (Flamenco and Poetry)

Did you know that the E in TED stands for entertainment? Kristofer Hill and Julia Chacon combined song, guitar and dance to create the coded language of the Flamenco. Vincent Cellucci, Jesse Allison and Derick Ostrenko integrated poetry, music and technology into a unique poem created by you! What has been your favorite TEDx entertainment moment?

## TED Facebook 2

Thanks so much for coming out TEDsters! Here's your recap of Session B.

**Barton Gilley:** Everyone has something that really gets their blood pumping. For Barton Gilley, it's creating something from nothing. In his talk, he shared some of his creations with TEDsters.

**Lt. Gen. Russel Honore:** Every generation has a war. What about this generation? Retired Lt. Gen. Russel Honoré reveals this generation's war is not against a physical enemy, but an environmental one. We must foster resilience; become resilient individuals, citizens, and hopefully leaders. The world is waiting for us.

**Amanda Staiano:** Children today are expected to live shorter lives than their parents. The main suspect: obesity. That's a scary fact, but researcher Amanda Staiano shared her solution: exergames! With funding from the @American Heart Association at @Pennington Biomedical Research Center, she is currently testing how social support impacts the way children game and the impact it has on their health. So get out there and go play!

Chris Thomas King:

Bianca Smith:

Ginger Guttner:

## INSTAGRAM

### UTILIZE THESE HASHTAGS:

- #TEDxLSU
- #TEDx
- #idigbr
- #geauxBR
- #goBR
- #batonrouge

TIME (general)	WORDS	IMAGE (if applicable)

## SNAPCHAT

- Introduce Haley as the guest Snapper for the day
- Remember - no live video during the talks (Periscope and SnapChat)

Haley pretty much has free reign, but I put these here in case we need her to hit certain events/talks at certain times

TIME (general)	WORDS	IMAGE (if applicable)

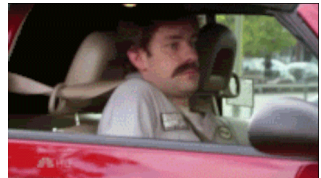
## TWITTER

- Day-of hashtag
- Mingling, etc.
- Showtime
- Begin speaker posts
- Good Luck- TEDxHonolulu, Lignan, CSU, AUEB, Wellington,
- After event ends, tweet “We are so proud of all our speakers” tag @amandastaiano @biancasmith683 @ctkmusic @gguttner @davidklanecky @hydra\_guard @ltgrusselhonore
- Remember - no live video during the talks (Periscope and SnapChat)
- AFTER-PARTY:

- Walk around looking for interesting things to tweet (food trucks, art, music, talk with attendees and get input or ideas about/reactions to talks, what they learned, what they liked about the experience)

This may help: <http://www.twitter-character-counter.com/>

TIME (general)	WORDS (remember: spell check and word check)	IMAGE (if applicable)
11:00 a.m.	<p>Don't forget to use our hashtag with everything you post today on any social media channel! Follow the conversation: #TEDxLSU</p> <p>-Only a few more hours until TEDx 2016! Due to many on-campus events, we advise you to enter campus through Highland. See you soon! #TEDxLSU</p>	
During/After Amanda's Talk	<p><b>SPEAKER: AMANDA STAIANO</b></p> <p>AFFILIATED ACCOUNTS TO MENTION:            Pennington Biomedical Research Center - @PBRCNews            American Heart Association - @American_Heart</p>	<p>@amandastaiano</p> <p>Note: she keeps to the script pretty well</p>
	<p>Up next is @amandastaiano, childhood obesity researcher at @PBRCNews. #TEDxLSU</p>	
	<p>Today's children are expected to live shorter lives than their parents - the main reason? Obesity. #TEDxLSU</p>	
	<p>.@amandastaiano's super serious solution to childhood obesity? "We need to PLAY more!...the active, get moving kind of play." #TEDxLSU</p>	
	<p>"Hey kids, a scientist is telling your parents to encourage video game play!" - @amandastaiano ☐☐ #TEDxLSU</p>	<p>I think this would be a cute photo render/graphic?</p>
	<p>Rather than blame those screens, how do we leverage digital technology, or what's known as "exergaming," to promote</p>	<p>"kids spend half their waking hours each</p>

	physical activity? #TEDxLSU	day in front of a screen.” in a graphic
	#Exergames: video games where you must move your arms and legs to win, a focus of @amandastaiano’s research at @PBRCNews. #TEDxLSU -OR- #Exergames: video games where you must move your arms and legs to play, reaching levels of moderate to vigorous physical activity. #TEDxLSU	pic in Amanda’s presentation of kids playing the games
	Low levels of physical activity contribute to 9% of early deaths, or 5.3 million deaths every year across the world. - @amandastaiano #TEDxLSU	red and black graphic from her talk? -OR- new graphic with this full quote attributed to amanda
	Without an active lifestyle, kids are being set up for a lifetime of poor health. - @amandastaiano #TEDxLSU	
	.@amandastaiano’s research found adolescents together playing a tennis exergame burned as many calories as playing on a court. #TEDxLSU	
	Adolescents with teammates showed better health outcomes than ones without - losing more weight & having increased self-esteem. #TEDxLSU	
	“Let’s say I give you a treadmill for your birthday present...” - @amandastaiano got jokes ☐ #TEDxLSU	
	“That treadmill becomes a place to hang your clothes.” - @amandastaiano #TEDxLSU #truthbomb	
	Giving a child an exergame isn’t enough - they will eventually get bored without social interaction. #TEDxLSU @amandastaiano	
	.@amandastaiano thought exergames should come with a virtual fitness coach for social interaction. #TEDxLSU	
	Fitness coach: “Hey, how are you today? What’d you do for physical activity? You’re doing a great job. I’m really proud of you.” #TEDxLSU	
	.@American_Heart funds tests on whether the virtual social support helps kids use digital games to be more active and	

	stay active. #TEDxLSU	
	“We cannot afford to become complacent. We can and we must do better for our children.” - @amandastaiano Tie in with Honore warning about complacency	
	.@amandastaiano’s passion about child health is evident in her research - she cares so much and isn’t even a parent yet! #TEDxLSU	
	“So grab a video game—and a friend—and go play!” - @amandastaiano #TEDxLSU  *** PICTURE GRAPHIC ***	pic of amanda on stage at the end, hopefully happy and smiling
During/After Barton’s Talk	<b>SPEAKER: BARTON GILLEY</b>  AFFILIATED ACCOUNTS TO MENTION: -----	-----  Note: nervous but keeps mostly to script
	We’d like to welcome to the stage our next speaker, @LSU Fine Arts graduate and animatronic sculptor, Barton Gilley!	headshot
	“For as long as I can remember, I’ve been obsessed with movie magic.” - Barton Gilley #tedxlsu	
	The first of Barton’s creations is a rendition of the piranha plant from Super Mario Brothers. #tedxlsu	
	“I like to take on projects that I feel I can learn a new skill from,” Barton says.	
	Barton: “I wanted to think of a cute, nonthreatening, yet dignified way to beg for change.” Result: the Jim Henson-inspired Tip Goblin.  ***PHOTO GRPAHIC**	live photo of tip goblin
	“Limits are good,” Barton says. “Limits can force you to come up with new and interesting ways to solve problems.” #tedxlsu	
	Since 2010, Barton has been working on a beer-dispensing replica of R2D2 specifically made for tailgating. #tedxlsu #r2dbrew	
	“If you’re working on something cool enough, people actually	

	really want to help.” - Barton #tedxlsu #collaboration	
	When he gets asked if he's an engineer, Barton responds: “I always laugh & say, ‘No, I was a sculpture major—an engineer couldn’t do this.’”	
	"There’s got to be some mischief when building something like this because a lot of times, it’s never been done before and there is no book." -Barton	
	Barton collaborated with his friend Clay Achee to create Twigly, a character for a Jim Henson short film contest. #tedxlsu	
	Barton says his creation Twigly is a culmination of everything he’s learned over the years from sculpting to mold making to animatronics.	
	Twigly’s facial features are radio-controlled, and Barton used a mold of his own teeth to create Twigly’s! #tedxlsu	
During/After Bianca’s Talk	<b>SPEAKER: BIANCA SMITH</b> AFFILIATED ACCOUNTS TO MENTION: Manship School of Mass Comm - <b>@ManshipSchool</b>	<b>@biancasmith683</b>  Note: keeps to the script, paraphrases a little bit
	We are proud to announce our next speaker, @lsu @manshipschool senior and comic book author @biancasmith683! #tedxlsu	
	.@biancasmith683 says the first thing she picked up on when she started reading comics is that it’s still very much a “man’s thing.” #tedxlsu	
	The dominant portrayal of heroes and oversexualization of heroines in comics contribute to enforcing traditional gender roles, Bianca says.	
	.@biancasmith683 points out that comics are lacking in minority women: “As it turns out, these vibrant worlds aren’t so vibrant after all.”	
	"As a minority woman who struggles to find her identity in a white-washed society, I found myself disappointed." - @biancasmith683 #tedxlsu	




	“These fictional characters have grown into massive pop culture beings, whose influence extends further than the regular at your local comic book store.	
	How we depict superheroes in the media is important to how our kids see themselves and the world around them, says @biancasmith683. #tedxlsu	
	.@biancasmith683 on realizing her calling: “I knew I wanted to make some sort of impact and be a voice for women who are just like me.”	
<b>During/After Chris’s Talk</b>	<b>SPEAKER: CHRIS THOMAS KING</b>  AFFILIATED ACCOUNTS TO MENTION: Tipitina’s Foundation - @TipsFoundation	@ctkmusic  Note: be on your feet; he will improvise it all
	Renowned blues musician @ctkmusic takes the stage, singing: “The blues was born in Louisiana. Not Mississippi, or Texarkana.” #tedxlsu	headshot
	“I came of age in my father’s juke joint,” shares @ctkmusic. “I learned music firsthand.” #tedxlsu	
	“I play music in the key of freedom.” - @ctkmusic #tedxlsu  **PICTURE GRAPHIC **	live photo quote
<b>During/After David’s Talk</b>	<b>SPEAKER: DAVID KLANECKY</b>  AFFILIATED ACCOUNTS TO MENTION: Albemarle Corporation - @AlbemarleCorp	@davidklanecky  Note:
	Our next speaker is chemical engineer & VP of @albemarlecop’s Lithium Division, @davidklanecky!	headshot
	“According to @HarvardChanSPH, air pollution related illnesses kill nearly 70,000 Americans each year,” @davidklanecky begins. #tedxlsu	
	.@davidklanecky is a dad. He devotes his time to creating solutions to improve families’ lives. #family #tedxlsu	
	Today, transportation is 95% reliant on petroleum, David	

	says. It's also the fastest-growing energy-based contributor to greenhouse gases.	
	"I believe that each and every one of us in this audience can make a difference." - @davidklanecky #tedxlsu  ** picture with face **	
	We buy our cars, drive them and put fuel in them. But do we think about how far we drive each day? how much CO2 our cars emit? #tedxlsu	
	Each day, our cars collectively emit enough CO2 to fill up the Superdome in New Orleans over 600 times. Ever. Single. Day. #mindblown, @davidklanecky. #tedxlsu	
	.@davidklanecky says newer, more fuel-efficient vehicles are "definitely a switch we should all be considering right now." #tedxlsu	
	"A transition to all electric vehicle fleet could eliminate more than a billion tons of CO2 emissions in just 15 years." @davidklanecky ***watch this quote, he might paraphrase	
	Cleaner fuels such as those made from cellulosic biofuels can produce 80 percent fewer emissions than gasoline. @davidklanecky #tedxlsu	
<b>During/After Gary's Talk</b>	<b>SPEAKER: GARY KING</b>  AFFILIATED ACCOUNTS TO MENTION: LSU College of Science - @LSUScience	-----  Note: keeps to the script pretty well
	Kicking off #TEDxLSU 2016 is our first speaker, award-winning microbiologist and @lsuscience professor Gary King!	headshot
	The idea that something is alive in the heavens will sweep throughout human consciousness and change us all forever. - Gary King #tedxlsu	
	"Mars was a god to be feared," Gary King says of Greek storytelling. "Mars was one bad dude." #tedxlsu #baddude  ***** GRAPHIC WITH FACE *****	
	"We still look to Mars and beyond for explanations about ourselves and our origins." - Gary King #tedxlsu	

	<p>"Our modern stories reflect who we are now—and who we aspire to be." #tedxlsu</p> <p><a href="https://drive.google.com/open?id=0B4QPC-y_C05CaW55V2IDWipiU3M">https://drive.google.com/open?id=0B4QPC-y_C05CaW55V2IDWipiU3M</a></p>	
	<p>Learning if there was once life on Mars is "profoundly important because of what that tells us about life on Earth and our place in it."</p>	live photo
	<p>Gary says evidence of water on Mars is "astonishing, because liquid water is so crucial for the process of life."</p>	
	<p>For the microbes in Gary's lab, carbon monoxide is "a gaseous candy bar that provides energy they can use for survival." #tedxlsu</p>	
	<p>Journeying to Mars will help us answer one of the core scientific questions: Are we alone in the universe? If not, #gamechanger. #tedxlsu</p>	
	<p>"The day life is discovered on Mars—or elsewhere—will be the day that the stories we tell change forever," Gary says. #tedxlsu</p>	
	<p>Gary King: "There's every reason to imagine that our new stories will mean new hope for our future." #hope #tedxlsu</p> <p><a href="https://drive.google.com/file/d/0B4QPC-y_C05CNHctWlpsWnRab28/view?usp=sharing">https://drive.google.com/file/d/0B4QPC-y_C05CNHctWlpsWnRab28/view?usp=sharing</a></p>	
	<p>Gary says finding out only Earth has life will be "equally profound—this would give new meaning &amp; urgency" to our environmental conscience.</p>	
	<p>"What we see reflected in the celestial mirror is the best of who we are," Gary concludes. We use our strengths to create a shared future.</p>	
<p><b>During/After Ginger's Talk</b></p>	<p><b>SPEAKER: GINGER GUTTNER</b></p> <p>AFFILIATED ACCOUNTS TO MENTION: LSU School of Veterinary Medicine - <b>@LSUVetMed</b></p>	<p><b>@miketigervi</b> <b>@gguttner</b></p> <p>Note: keeps to script well</p>

	Our last speaker at #TEDxLSU 2016 is @gguttner, public relations director for @lsuветmedvoice and voice of @miketigervi!	headshot
	.@gguttner's journey to become @miketigervi began when she was given the responsibility of creating a #facebook page for LSU's mascot.	
During/After Hector's Talk	<b>SPEAKER: DR. HECTOR ALILA</b>  AFFILIATED ACCOUNTS TO MENTION: MD Anderson Cancer Center - @MDAndersonNews	-----  Note: mostly does notes
	We'd like to welcome our next speaker to the stage, founder of biopharmaceutical firm Esperance Pharmaceuticals, Dr. Hector Alila. #tedxlsu	
	"I often think of cancer as an enemy that we must destroy," Hector begins. #tedxlsu	
	"The problem with chemotherapy is that it wrecks havoc on our lives because it is literally a poison." - Hector Alila #tedxlsu	
	Chemo treatment is like dropping a bomb on the enemy: "You may kill cancer, but you also destroy everything in the vicinity." - Hector <a href="https://drive.google.com/file/d/0B4QPC-y_C05CbHpYc3BEZmZwLVU/view?usp=sharing">https://drive.google.com/file/d/0B4QPC-y_C05CbHpYc3BEZmZwLVU/view?usp=sharing</a>	
	Hector says he and his colleagues have developed a new drug called EP-100 that "will change the way we treat cancer forever." #tedxlsu	
	"EP-100 is like a guided missile to kill and destroy cancer cells," Hector explains. #tedxlsu	
	"Cancer is deadly," emphasizes Hector. "And our current forms of treatment make us worse off." #tedxlsu	
	"We may destroy our enemy," Hector says. "It is [our] hope that our children will never know cancer the way we do." #tedxlsu ** GRAPHIC WITH FACE **	

<p><b>During/After Joseph's Talk</b></p>	<p><b>SPEAKER: JOSEPH TUCKER</b></p> <p>AFFILIATED ACCOUNTS TO MENTION: LSU Innovation Park - <a href="#">@LSUInnovationPk</a></p>	<p><a href="#">@Hydra_Guard</a></p> <p>Note: keeps to script well</p>
		<p>headshot</p>
	<p>"failure is to be avoided at all cost. It is considered shameful."</p>	
	<p>Questions Joseph started asking himself: Why do we treat failure this way? Is failing always a bad thing? What if we embraced it? #tedxlsu</p>	
	<p>Based on his own experiences with failure, Joseph makes these suggestions: get a plan, push through, and seek support from others.</p>	
	<p>The first prototype of Joseph's product was disappointing. However, he decided to embrace his failure, learn from it and "go back to the drawing board."</p>	
<p><b>During/After Judith's Talk 12 min.</b></p>	<p><b>SPEAKER: SR. JUDITH BRUN</b> (Note: MUST PREFACE NAME WITH SISTER OR SR.)</p> <p>AFFILIATED ACCOUNTS TO MENTION: St. Joseph's Academy - <a href="#">@SJABatonRouge</a></p>	<p>-----</p> <p>Note: keeps order of script, tends to paraphrase</p>
	<p>Up next is lifelong educator and humanitarian, Sr. Judith Brun! #TEDxLSU</p>	
	<p>After 25 years as principal at @SJAbatonrouge, Sr. Judith felt called to help displaced families after Hurricane Katrina. #TEDxLSU</p>	
	<p>While interacting with poverty-stricken children and witnessing their language deficiencies Sr. Judith saw patterns. #mindquake #TEDxLSU</p>	
	<p>"I call these patterns the self-defeating, legacy behaviors of the generationally poor." - Sr. Judith #TEDxLSU</p>	

	<p>Sr. Judith: “I, a child of privilege, an educated woman with ample resources, also have self-defeating behaviors. I think we all do.” #TEDxLSU</p> <p>*** GRAPHIC WITH FACE ***</p>	
	<p>The traditional response to poverty is providing products-housing, food, medical services, limited transportation. #TEDxLSU</p>	
	<p>Sr. Judith says though they are necessary, products limit connections and reinforce isolation, not addressing self-defeating behaviors.</p>	
	<p>It is only relationships and inclusion, not products, that change people. Relationships can reduce generational poverty. - Sister Judith</p>	<p>picture quote?</p>
	<p>Sr. Judith says self-defeating behaviors can be recalibrated through healthy relationships and partnerships. #TEDxLSU</p>	
	<p>Sr. Judith doubted her efforts to curb these self-defeating behaviors would lead to great success. #TEDxLSU</p>	
	<p>“Not to try will be my greatest failure.”</p> <p><a href="https://drive.google.com/file/d/0B4QPC-y_C05Cb1N2SHNQS3BlcVU/view?usp=sharing">https://drive.google.com/file/d/0B4QPC-y_C05Cb1N2SHNQS3BlcVU/view?usp=sharing</a></p>	<p>quote on picture?</p>
	<p>Phase One of Sr. Judith’s plan: TakeCare, a facilitated process for neighbors to reinvest themselves in their neighborhood. #TEDxLSU</p>	
	<p>“Why a neighborhood? Social change never happens in a silo.” - Sr. Judith Brun #TEDxLSU</p>	
	<p>Phase Two of Sr. Judith’s plan: Tommy’s Place, a child and family development center and a neighborhood resource. #TEDxLSU</p>	
	<p>The self-defeating behaviors of people of poverty keep them from moving beyond poverty. The self-defeating behaviors of those with resources create boxes ... create divisions.</p>	<p>possible a quilt graphic with boxes? “Do our boxes diminish us?”</p>
	<p>Sr. Judith: You don’t have to create a Tommy’s Place to enact change. Simply get out of your comfort zones. #TEDxLSU</p>	

	Greet people you normally ignore. Look them in the eye and say a hello, or sincerely nod. Smile at their child. #SolidAdvice #TEDxLSU	
	POLL: Have you ever had a mindquake? <ul style="list-style-type: none"> <li>- Yes</li> <li>- No</li> <li>- I wish!</li> </ul>	try to use mindquake as a GIF (if it's used during talk)
During/After Mark's Talk	<b>SPEAKER: MARK BENFIELD</b>  AFFILIATED ACCOUNTS TO MENTION: LSU College of the Coast & Environment - @LSU_CCE	-----  Note: keeps to script well
	Up next: Oceanographer from the @LSU_CCE, Mark Benfield! #tedxlsu	headshot
	Children might think there aren't many creatures left to discover on our planet, but Mark's here to prove there are. #TEDxLSU	
	One place to go looking for new creatures is the deep sea, the largest unexplored habitat on earth. #TEDxLSU	
	If you're asking WHY the oceans are so unexplored, Mark has an answer: It's too deep for divers to visit. #TEDxLSU	
	The Gulf of Mexico can have depths of 4 kilometers deep. That's SEVEN times the height of the World Trade Center! #TEDxLSU <a href="https://drive.google.com/file/d/0B4QPC-y_C05CMkJfZk4xTExHVnM/view?usp=sharing">https://drive.google.com/file/d/0B4QPC-y_C05CMkJfZk4xTExHVnM/view?usp=sharing</a>	use depth graphic from slides?
	How do oceanographers explore those depths? Either specialty manned submarines or remotely operated vehicles (ROVs). #TEDxLSU	
	ROVs aren't easy or cheap to come by, and when a scientist gets one, he or she normally doesn't have it for a long time. #TEDxLSU	
	ROVs are also used in the petroleum industry as eyes and hands down below to support drilling. Often times, these	

	ROVs sit idle. #TEDxLSU	
	“So industry has the ROVs, scientists have a need to explore the deep. Is there a way we can collaborate?” - Mark Benfield #TEDxLSU	
	<b>The SERPENT Project is a global partnership that connects academia with the oil and gas industry. It provides scientists with access to deepwater vessels and industrial ROVs at locations all around the world</b>	
<b>During/After Russel’s Talk</b>	<b>SPEAKER: RUSSEL HONORE</b> AFFILIATED ACCOUNTS TO MENTION: GreenARMY - @GreenARMY_La	<b>@ltgrusselhonore</b>  Note: may ramble, repeat to try to get back on task
	It’s time for a man who hardly needs an introduction, @ltgrusselhonore! #tedxlsu	headshot
	>Surviving war and resiliency, Americans and Koreans	
	>Honore’s had it similarly growing up - “So we grew the food we ate, we used what we had at hand to keep a roof over our heads. We were resilient. We survived.”	
	>Today you’d think you live in a better, more prepared world than the Koreans or early American settlers but you don’t. Any natural disaster has you living like a pioneer	
	>”what we’re doing to the environment, little by little every day, is worse than every hurricane and blizzard put together.”	
	>challenges are going to get tougher, not easier, as we face rising sea levels, an expanding global population, an ever-growing demand for energy, and the need to produce more food on less arable land with more frequent droughts.	



	<p>"To survive and thrive, we all have to be resilient." #tedxlsu  ** PHOTO GRAPHIC**</p>	picture quote
	<p>&gt;To endure it – or better, prevent it -- we're all going to have to become three things: resilient individuals, resilient citizens, and finally, resilient leaders.</p>	
	<p>Be a resilient individual: prepare profusely for the acts of mother nature. @ltgenrusselhonore #TEDxLSU</p>	
	<p>"Every generation has a war. This generation's war is the war on our environment and everyone is losing."</p>	
	<p>Be a resilient citizen: look out for your community. Be the first line of defense against this generation's war.  @ltgenrusselhonore #TEDxLSU</p>	
	<p>Soon, active resilient citizens understand they need to become resilient leaders. @ltgenrusselhonore #TEDxLSU</p>	
	<p>"It's hard to be a resilient leader...to fight the company that's putting lead in your water if you're getting a paycheck from it."  @ltgenrusselhonore</p>	
	<p>Be a resilient leader: inspire the people where you live to do more than just vote. Prevent catastrophes.  @ltgenrusselhonore #TEDxLSU</p>	
	<p>"Resilient leaders aren't ever satisfied with a success or two."  @ltgenrusselhonore #TEDxLSU</p>	
	<p>"if you're not sacrificing, you're not leading." -  @ltgenrusselhonore #TEDxLSU</p>	pic quote?
	<p>What will you do to become a resilient leader? #TEDxLSU</p>	
<p>During/After  Flamenco  performance</p>	<p><b>ENTERTAINMENT: FLAMENCO</b>  <b>KRISTOFER HILL &amp; JULIA CHACON</b></p> <p>AFFILIATED ACCOUNTS TO MENTION:</p>	<p>@Krowmusic  @Julia_Chacon  Note:</p>

BEFORE/ after performance	<b>ENTERTAINMENT: “diffusing different countries”</b> <b>VINCE CELLUCCI, GUY 2, GUY 3</b>  AFFILIATED ACCOUNTS TO MENTION: <a href="http://tedxlsu.emdm.io/">http://tedxlsu.emdm.io/</a>	-----  Note:
	<p><b>How did you TEDsters in the audience like "Bound by Digital Countries," our interactive poem?</b></p> <p><b>Want more? Check out this link</b>  <a href="http://tedxlsu.emdm.io/">http://tedxlsu.emdm.io/</a></p>	

## BACKSTAGE POST-TALK Q&A

### ALL SPEAKERS

- How are you feeling right now?/How does it feel now that you have successfully completed your TEDxLSU talk?
- What's going through your head?
- What was it like being on stage?
- What did you think of the audience?
- FIRST SPEAKER - How did it feel to start off this event? ?
- **Ask each speaker** if there's anything they want the general public to know about in relation to their talk that didn't fit - make it into a question so they can provide the info here...

TED talks are so short, is there anything else you wanted to add to your talk?

### GENERAL RUSSEL HONORE - @ltgrusselhonore

- How does it feel to be our most tweeted about speaker this year? (KIDDING, but really)
- How is your TEDx talk different from the speeches you give on a daily basis?

### JOSEPH TUCKER

- Are you working to develop other products like Hydra Guard?

### DAVID KLANECKY - @davidklanecky

- What can we do to change our bad habits to help the clean energy effort now?
- Why do you think Americans are less likely to address problems related to Global Warming (maybe climate change? it's less controversial)?

### FLAMENCO - KRISTOFER HILL & JULIA CHACON

- (do we need to do this for the Flamenco act?)

### MARK BENFIELD

- Can you tell us more about the demonstrations your graduate students have set up in the lobby?

**AMANDA STAIANO - @amandastaiano**

- What's the next step in your "exergame" research?

**BARTON GILLEY**

- Tell me more about your Jim Henson project. Where are you in the project? Aren't you collaborating with a friend of yours on this?

**HECTOR ALILA**

- After developing antibiotics like Augmentin, what lead you into cancer research?
- Can you explain your work with the Mika Foundation? How can others also get involved?

**SISTER JUDITH BRUN**

- What's one thing you want to tell people about Take Care?
- How can people find out more about Take Care?

**GARY KING**

- So, we know about your research on Mars and the volcanoes of Hawaii, where do you think your research will take you next?

**BIANCA SMITH - @biancasmith683**

- When can we (the public) expect to see your comic book Glitz Squad?
- What advice would you give other aspiring comic book writers?
- Can you tell us a little bit more about the plot of Glitz Squad? What will this be about?

**CHRIS THOMAS KING - @ctkmusic**

- What have you learned about the general perception people have of blues as you've toured across the country?

**GINGER GUTTNER - @MikeTigerIV**

- If Mike was here, what do you think his reaction to everyone would be? (works if she keeps it funny)

## **CHAIN OF COMMAND**

**If anything goes awry, and you need to go off-script or need additional assistance please contact people in the proper order listed here.**

### **1. Malori Bezet**

- Malori is the head of social media and should be in the SM Room at all times. Barring some extenuating circumstances where she has to put out fires elsewhere, contact her first with any and all social media related questions.
- Slack: mbezet2
- Cell phone: [REDACTED]

### **2. Ashton Knight**

- Ashton is the front of house liaison and has knowledge of all social media messages crafted. She will be in the media parterre and can be reached via slack with relative ease. Contact her if Malori is unavailable.
- Slack: aknig25
- Cell phone: [REDACTED]

### **3. Mary Catherine Srofe**

- Mary Catherine has worked with TEDxLSU for three years and knows the TEDx brand and what language to use. She is the Facebook Responder and has various responsibilities so defer judgment to her only if Malori and Ashton cannot be reached.
- Slack: msrofe1
- Cell phone: [REDACTED]

## CONTACT LIST

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