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This course was created and administered by the Department of Web Instructional Development, and the Department of Special Projects and Curriculum Development, respectively, at the University of Georgia Center for Continuing Education Conference Center & Hotel.
Your Online Coach-Mentor  
**Craig Ewer**

Though this online course is self-paced, self-study, the University of Georgia retained an industry practitioner to assist you when you have questions about the course curriculum and materials. Craig is not “teaching the course” modules but he is available to answer your questions and he will be reviewing the two assignments in Module 4 (“Blogging and Twitter Assignments”).

Craig Ewer is an Associate in the digital and social media practice at The Glover Park Group, one of the country’s premier mid-size strategic communications firms. Working out of their Washington, DC headquarters, Craig is responsible for designing and executing campaigns that help clients change the conversation online.

Prior to joining GPG, Craig was an intern at Fleishman-Hillard International Communications in Washington, where he had the opportunity to work on reputation management and public affairs projects for private and public sector clients, including AT&T and the Department of Defense.

A graduate of Wesleyan University, Craig holds a Bachelor of Arts in American Government, with a concentration in media and public opinion. At Wesleyan, Craig was a member of the symphonic and jazz orchestras, and served as Vice President of his fraternity, Psi Upsilon. In his spare time, he enjoys reading spy novels and tinkering with the latest gadgets.

To communicate with Craig you will use the e-mail tool that is built into the online course rather than your usual e-mail program.

For information about reproducing material from this course, please contact Pam Bracken at the Georgia Center.

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