

THE MONDADORI GROUP MEDIA PARTNER OF SOCIAL MEDIA WEEK MILANO 2013

The group's social profiles- with over a million fans on Facebook and more than 700 thousand followers on Twitter – will cover the events of this year's event

The InMondadori store in Piazza Duomo in Milan among the official locations of Social Media Week

Segrate, 5 February 2013 - The Mondadori Group is a media partner of the new edition of Social Media Week that, from 18 to 22 February, returns to Milan in conjunction with nine other cities around the world.

The event is dedicated to the analysis of the role of social media in both the public and private aspects of people's lives.

Mondadori, a leader in magazine and book publishing and with the most extensive network of bookstores in Italy, has always paid attention to the languages and forms of communication of all of its communities of readers, both print and digital. The Group is present online with dozens of brands active on all of the major platforms and follows with interest the creativity and dynamics of the social landscape.

The social profiles of the Group include more than one million fans on Facebook and 700 thousand followers on Twitter. The company's profile on LinkedIn now has more than 9,500 contacts. Meanwhile the company's brands are also active on other social networks, including YouTube, Pinterest and Tumblr.

On the occasion of Social Media Week, Mondadori's digital channels will cover the issues emerging from the presentations, discussions and workshops, drawing up an outline of the new scenarios in media and technology.

The Group will also make its own event space **InMondadori**, at its store in Piazza Duomo in Milan, available, making it one of the official locations of Social Media Week and host to some of the daily events in the programme.

Among the most anticipated events on **Tuesday 19 February, from 3pm**, a round table discussion "*Facciamoci avanti. Le donne, il lavoro e la voglia di riuscire*" (Putting ourselves forward. Women, work and the will to succeed), with Laura Donnini, general manager of Edizioni Mondadori. The meeting, organised in collaboration with Valore D, discusses the issues raised by the book by Sheryl Sandberg, COO of Facebook, *Facciamoci avanti* (Lean In), which will be published in Italy on 12 March.

Another woman will be the main guest of the evening dedicated to the use of Tumblr in the fashion world: Tamu McPherson, Style Director of Grazia.it, will lead the discussion at the meeting on **Wednesday 20 February at 7.30pm** with Valentine Uhovski, Tumblr's Fashion Evangelist.

A panel devoted to legal issues in social media will provide an opportunity to discuss the forced closure of the site Avaxhome.ws, obtained by the Mondadori Group in the autumn: on **Wednesday 20 February at 3pm** legal experts will attempt to clarify the not subtle difference between the free movement of editorial content and crimes committed on the net.

Social Media Week will be followed by **R101**, which will give a voice to many of the most important personalities of the Italian net during the station's most popular programmes.

An up-to-date calendar of the events of Social Media Week is available at
<http://socialmediaweek.org/milan/schedule/>

Web: www.mondadori.it

Feed RSS: <http://www.mondadori.it/Extra/RSS-Feed>

Twitter: [@mondadori](https://twitter.com/mondadori)

LinkedIn: <http://www.linkedin.com/company/mondadori>

Mondadori Press Office

+39.02.7542.3159 – rapportistampa@mondadori.it