

Harvard Business School Is Embracing Social Media

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Harvard Business School is using social media for a variety of endeavors including publicizing faculty work, reaching out to potential students, customer service and event promotion.



Brian Kenny, CMO of Harvard Business School

Brian Kenny, the Chief Marketing Officer for (HBS) was in New York City this week to discuss his professional journey into the world of social media. As social media is changing the platform on which our society communicates and conducts commerce, Kenny says HBS is embracing the behavioral shift brought on by social media and that the school is going to great lengths to harness viral marketing opportunities.

However, he also emphasized that with any social media program, there is some risk involved.

Read the full interview with Mr. Kenny on [PR Shoptalk](#)