

Heather Riddell

www.heatherriddell.com | Pensacola, Fla.

EDUCATION

Doctor of Philosophy in Communication Fall 2015 — August 2018
George Mason University
Dissertation: Crisis Communication on Social Media: A Comparison of User-Generated Messages to Traditional Media and Organizational Framing
Dissertation Advisor/Committee Chair: Dr. Carl Botan
Committee Members: Dr. Melissa Broeckelman-Post and Dr. Tim Gibson

Master of Arts in Professional Communication August 2008 — May 2010
Clemson University
Thesis: Project HOPE Foundation: Creating an Identity
Thesis Advisor/Committee Chair: Dr. Jan Holmevik
Committee Members: Dr. Cynthia Haynes and Dr. Huiling Ding

TEACHING APPOINTMENTS

University of West Florida August 2018 – Present
Associate Professor (2024)
Assistant Professor

George Mason University August 2015 – Jan 2018
General Lecturer

Northern Virginia Community College August 2012 — Dec 2017
Adjunct Faculty

Clemson University August 2008 — May 2010
Graduate Teacher of Record

COURSES TAUGHT

- First Year Composition (ENGL 103)
- Introduction to Communication (CST 110)
- Interpersonal Communication (CST 126)
- Public Speaking (COMM 100)
- Interpersonal and Group Interaction (COMM 101)

UWF Courses

- Writing for the Communication Professions (COM 2713)
- Integrated Advertising & PR Concepts (COM 3003)

Designed Courses

- Fundamentals of Social Media Communication (COM 3471)
- Social Media Content Development (COM 4561)
- Social Media Management (COM 4564)
- Political Communication on Social Media (COM 4566)
- Social Media Agency (COM 4566)
- AI and Strategic Communication (COM 4381)
- Social Media Content Curation (Graduate Course COM 5933)
- Social Media Management (Graduate Course PUR 6937)
- Social Media for Ad & PR (Graduate Course COM 6565)
- Special Topic: Social Media & Society

Designed Certificate: Social Media Communication Certificate (undergraduate beginning Fall 2022)

PUBLICATIONS

Published

Riddell, Heather and Fenner, Christopher “Barging Into Crisis: Investigating Communication to Stakeholders after Hurricane Sally” *Florida Communication Journal* 50(1) 5-22.

Riddell, Heather; Fenner, Christopher, and Kearney, Christina (2025) “Do we have to work in groups? Using Enneagram Harmony Triads for Improved Group Formation in the Classroom” *Journal of Public Relations Education*, 11(1) 43-70.

Riddell, Heather (2024) “Investigating Social Media Users’ Preferences of Content and Sourcing During a Crisis” *Communication and the Public*. <https://doi.org/10.1177/20570473241254175>

Riddell, Heather and Bradshaw, Amanda (2023) “Dewey and Social Media: Using a Pragmatic Approach to Designing a Foundational Social Media Communication Course” *Journal of Public Relations Education*. 9 (2) 2-37. *Chuck Lubbers Award for Pedagogical Research*

Alpert, J.; Bradshaw, A.; **Riddell**, H., Chen, X. and Chen, H. (2022). “Young adults’ attitudes towards vaping content on Instagram: Qualitative interviews utilizing the associative imagery technique” *Qualitative Health Communication*, 1 (2) 22-34.

Riddell, H. and Fenner, C. (2021) “Hey Google: A thematic analysis of Twitter users’ comments on the privacy of AI devices in the home” *Explorations in Media Ecology* 20 (4) 457-477.

Song, C.; **Riddell**, H.; and Ryan, S. (2021) “Improving Students’ Oral Communication Skills Through an Interdisciplinary Problem-Based Learning Opportunity in a Sport Management Course” *International Journal of Physical Education, Fitness and Sports* 10 (3) DOI: 10.34256/ijpefs2133

Alpert, J.; Chen, H.; and **Riddell**, H. (2021) “Vaping and Instagram: A content analysis of e-cigarette posts using the Content Appealing to Youth (CAY) Index” *Substance Use and Misuse* 56 (6), 879-887. <https://doi.org/10.1080/10826084.2021.1899233>

Riddell, H.; and Fenner, C. (2020) "User-Generated Crisis Communication: Exploring Crisis Frames on Twitter During Hurricane Harvey" *Southern Communication Journal*, 1-25, <https://doi.org/10.1080/1041794X.2020.1853803>

Riddell, H. and Broeckelman-Post, M., (2019). "An Analysis of the Impact of Preparation Assignments in a Public Speaking Course." *Florida Communication Journal*, 47 (1), 71-81.

Pending

Riddell, Heather; Gilmore, Kristi; Miller, Alexis; and Bradshaw, Amanda (2024) "Compassionate Human or Technology: Exploring the Themes and Sentiment of AI-Generated Crisis Communication as Compared with Human Messages" *Review of Communication*

In Progress

Riddell, Heather; Gilmore, Kristi; Fenner, Christopher; Prayaga, Lakshmi, and Devulapalli, Krishna (2022). "Meta Crisis: A Sentiment Analysis of the Facebook Whistleblower Response"

Bradshaw, Amanda, **Riddell, Heather,** and Lunsford, Kelsey "Why aren't we talking about weight?: Information underrepresented women in the rural South receive about weight management during pregnancy"

CONFERENCES

Riddell, Heather; Gilmore, Kristi; Miller, Alexis; and Bradshaw, Amanda (2024) "Compassionate Human or Technology: Exploring the Themes and Sentiment of AI-Generated Crisis Communication as Compared with Human Messages" National Communication Association, New Orleans, LA, 22 November 2024. *Top Paper Award*

Riddell, Heather and Clark, Merrill C. (2023) "Mobilizing Gen Z: Exploring Generational Freedom Through Get-Out-The-Vote Messages on TikTok" National Communication Association, National Harbor, MD, 19 November 2023.

Riddell, Heather; Fenner, Christopher, and Kearney, Christina (2023) "Do we have to work in groups? Using Enneagram Harmony Triads for Improved Group Formation in the Classroom" National Communication Association, National Harbor, MD, 18 November 2023.

Bradshaw, **Riddell,** Markovich, & Hampton (2023) "A Year in the Life with 'Lazy Eyes': Exploring the Framing of Strabismus on TikTok and the Uses and Gratifications of Users" 2023 AMHCR Conference, Crested Butte, CO, 2 March 2023.

Riddell, Heather; Gilmore, Kristi; Fenner, Christopher; Prayaga, Lakshmi, and Devulapalli, Krishna (2022). "Meta Crisis: A Sentiment Analysis of the Facebook Whistleblower Response" National Communication Association, New Orleans, LA, 17 November 2022.

Riddell, Heather and Fenner, Christopher (2022). "Barging Into Crisis: Investigating Communication to Stakeholders after Hurricane Sally" Southern States Communication Association, Greenville, SC, 8 April 2022.

Riddell, Heather and Mullins, Logan (2021). "Examining the Usage of Personification of COVID-19 for Collective Coping on TikTok" National Communication Association, Seattle, WA, 18-21 November 2021.

Alpert, Bradshaw, **Riddell**, and Chen, H. (2021) "Young adults' preferences of vaping content on Instagram: Qualitative interviews utilizing the associative imagery technique." AEJMC, Virtual, August 2021.

Riddell, Heather (2021) "Dewey and Social Media: Using a Pragmatic Approach to Designing a Foundational Social Media Communication Course" Southern States Communication Association, Virtual, April 2021.

Riddell, Heather (2019) "Crisis Communication on Twitter: A Survey of Users' Preferences of Content and Sourcing" National Communication Association, Baltimore, MD, 15 November 2019.

Riddell, Heather, and Fenner, Christopher, (2019) "User-Generated Crisis Communication: Exploring Crisis Frames on Twitter During Hurricane Harvey" National Communication Association, Baltimore, MD, 14 November 2019.

Riddell, Heather, and Fenner, Christopher, (2019) "Hey Google: A thematic analysis of Twitter users' comments on the privacy of AI devices in the home" National Communication Association, Baltimore, MD, 14 November 2019.

Song, Charlie; **Riddell**, Heather, and Ruckman, Matthew, (2019) "Improving Students' Oral Communication Skills through a Service-Learning Project in Sport Marketing" North American Society for Sport Management Conference, New Orleans, LA, 30 May 2019.

Riddell, Heather (2018) "An Analysis of User-Generated Crisis Communication Behaviors on Twitter" National Communication Association, Salt Lake City, UT, 8 November 2018.

Riddell, Heather (2018). "An Analysis of Commodity Message from Women on YouTube." Eastern Communication Association Conference, Pittsburg, PA, 28 April 2018.

Riddell, Heather, and Murphy, Joshua (2018). "Image Repair: The Impact of #BrusselsLockdown and the #CallBrussels Campaign" *Top Paper Panel*, Eastern Communication Association Conference, Pittsburg, PA, 27 April 2018.

Broeckelman-Post, Melissa A., and **Riddell**, Heather (2018). "An Analysis of the Impact of Preparation Assignments in a Public Speaking Course." *Competitive Paper Panel*, Central States Communication Association Annual Convention, Milwaukee, WI, 4 April 2018.

Riddell, Heather, and Murphy, Josh (2017). "A Thematic Analysis of Information Seeking Versus Social Support/Validation on Health and Fitness Social Media" National Communication Convention, Dallas, TX 17 November 2017.

Riddell, Heather; Espinosa, Kristy; and Hamdi, Elmira (2017). "An Analysis of the Uses and Effectiveness of Air Force Social Media in Reaching Target Audiences" National Communication Convention, Dallas, TX 16 November 2017.

Riddell, Heather (2016). "Adjusted Identity Management Theory Model for Virtual Third Cultures." Presented at the National Communication Association Convention, Philadelphia, PA, 13 November 2016.

Riddell, Heather (2016). #BrusselsLockdown: An Analysis of the Civic Response on Twitter to Terrorism". Presented at the National Communication Association Convention, Philadelphia, PA, 12 November 2016.

Riddell, Heather (2016). "Identity Management Theory in Virtual Third Cultures." Presented at the Virginia Association of Communication Arts and Sciences Conference, Fairfax, VA, 22 April 2016.

Conference Panels

"The Greater Regard and Social Media: Exploring Technology Usage and Mental Health Discussions in the Public and Political Spheres" 22 November 2024. *Proposal Author*

"Crafting Curriculum: What Makes a Communication Major" 2023 Southern States Communication Conference, 16 April 2023. *Proposal Author*

"Rethinking the Future of PR and Digital Crisis Communication" 2023 Southern States Communication Conference, 13 April 2023. *Proposal Author*

"Getting Dirty with PR Ethics" 2023 AEJMC Public Relations Division Virtual Conference, 1 Feb 2023.

"Teaching Political Communication in Hyper-Partisan Times: Lessons Learned from 2020" National Communication Association, Seattle, WA, 20 November 2021.

"New Notification: People are Viewing Your Profile" Social Media Surveillance and the Intersections of Power and Resistance" National Communication Association, Seattle, WA, 19 November 2021.

SERVICE

Committee Participation

Florida Small Business Collaborative	2025
AI Taskforce	2024
Faculty Senate	2021- Present
- Executive Committee (2022-Present)	
o Academic Council Chair (2023-Present)	
o PSIC Chair (2022-2023)	
- Academic Council (2021-2022)	
Department Conference Academy	2023 - Present
Department Bylaws Committee	2024 - Present
Department Search Committee	2022 - 2023
Curriculum Committee	2021 - Present
HARC Committee	2021 - Present
Department Search Committee	2020 - 2021
CASSH Academic Appeals	2020 - 2021
UWF Student Conduct	2019 - 2023
CASSH Academic Standards	2018 - 2019
Department Search Committee	2018 - 2019
D.C. Health Communication Conference Planning Assistant	2016 - 2017

Advisor

OUR Research Explorer Mentor	Spring 2024
Honors College Thesis – Benefit Concert	Spring 2024
Hacking 4 Defense	Spring 2022

National Millennial and Gen Z Community	2020 - Present
Department of Communication - Instagram and LinkedIn	2019 - Present
Leadership Communication – Gulf Coast Kids House	Spring 2022
Honors College Juvenile Information Campaign Research Group	Spring 2020

Boards & Community Service

Florida Public Archaeology Network	2024 - Present
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NCA Communication and the Future	Present
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- Vice Chair - 2025
- Vice Chair Elect - 2024

TigerLink Mentorship Program	2024 - Present
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Emerald Coast Clemson Club Board	2018 – Present
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- Social Media Manager

Prince William Chamber of Commerce	2011-2013
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- Education Committee
- Outreach Committee

Workforce Development Center: Business Leaders Steering Committee	2011
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Invited Presentations

CTLT AI FLEX Session “Classroom Discussions on AI in the workforce” 2 October 2024.

Honors Colloquium “Exploring AI in the Field of Communication” 27 September 2024.

Radio Interview with REAL News with Rick Outzen “Implications of the TikTok Ban” Rick Outzen, 29 April 2024.

In-Studio Live Interview with WEAR Channel 3 “The Social Media Environment and the TikTok Ban’ Karris Harmon, 25 April 2024.

In-Studio Live Interview with WEAR Channel 3 “Congress’ efforts to ban or at least change ownership of TikTok” by Tanner Stewart, 7 March, 2024.

Interview with WEAR Channel 3 “Florida bill on banning underage social media use sparks mental health debate” by Karris Harmon, 19 January, 2024.

Interview with WEAR Channel 3 “Growing concern over teen social media usage prompts educational initiatives in Florida” by Tanner Stewart, 12 December, 2023.

Interview with WEAR Channel 3 “Danger of Social Media Challenges/Trends” by Sha’de Ray, 6 September, 2023.

Interview with WEAR Channel 3 “Social media platforms and their influence to America’s political climate” by Tanner Stewart, 8 January, 2021

“Social Media, Civic Engagement, & Election 2020” University of West Florida, UWF Libraries, Pensacola, FL, 21 October 2020.

“Feeling Our Way Through: Social Media, News and Protest” University of West Florida, Office of Equity & Diversity, Pensacola, FL, 18 June 2020.

“Social Media for Advertising and Public Relations” University of West Florida Integrated Advertising & PR Concepts (COM 3003). Pensacola, FL, 26 February 2019.

“Strategies for Managing Time and Balancing Responsibilities.” George Mason University Basic Course Academy. Fairfax, VA, 25 August 2017.

“Check Yourself Before You Wreck Yourself: Using Perception Checking for Conflict Resolution.” Northern Virginia Student Leadership Conference. Manassas, VA, 8 April 2016.

“Creating Community.” George Mason University, Office of Diversity, Inclusion and Multicultural Education. Fairfax, VA, 18 March 2016.

“Communicating Ethical Leadership.” Teamwork Makes the Dream Work, Northern Virginia Student Leadership Conference. Manassas, VA, 4 April 2015.

PROFESSIONAL EXPERIENCE

Northern Virginia Community College June 2016 – August 2018
Social Media Manager

- Created strategic plans for the college social media accounts
- Rebranded existing social media assets
- Coordinated content curation for web and social media accounts
- Arranged photo/videography shoots for advertising campaigns

Northern Virginia Community College July 2013 — June 2016
Internal Communications Specialist

- Project managed the new website launch
- Design new web content
- Worked on internal communication messages
- Partnered with stakeholders to promote events

Northern Virginia Community College June 2011— July 2013
Campus & Community Relations Specialist

- Managed internal communication messages
- Interacted with local business to enhance the college-to- business relationship

- Led campus public relations and advertising initiatives
- Planned major fundraising events

MEMBERSHIPS

Association for Education in Journalism and Mass Communication	2023–Present
Southern States Communication Association	2021–Present
Florida Public Relations Association	2021–Present
UWF Faculty LEAD	2019 – 2020
Eastern Communication Association	2018 – 2019
National Communication Association	2015 –Present

CERTIFICATES

Jasper Academy AI Use Case Exploration	2024
Hubspot Academy Social Media Certificate	2020 & 2022
UWF Quality Matters	2019 & 2023

AWARDS & GRANTS

Chuck Lubbers Award for Pedagogical Research	2024
SGA Distinguished Teaching Award - CASSH	2024
COM 6565 Florida Public Relations Association Awards	
2023 State Golden Image Awards (x4)	
2023 Local Image Awards (x3)	
2022 State Golden Image Awards (x2)	
2021 Local Image Award	
2021 State Golden Image Award	
High Impact Practice Grant	2021
• Social Media Lab	
Quality Enhancement Plan Grant	2019-2020
Improving Oral Communication Skills of Sports Management Students	
Quality Enhancement Plan Grant	2018-2019
Improving Oral Communication Skills of Sports Management Students	
George Mason University Communication Department, Graduate Student Awards	
• Dedication to the Program, May 2018	
• Dedication to the Department, May 2017	