

Today's agenda

- Lecurette on social media, journalism & other useful tools
- Embedding video tutorial
- Embed a video and set up one other social media service
- These slides available at:
 - thepixelguild.ca

Future developments

- All media will have a social component
- Audiences also tell stories
- Collaborative reporting (blogs, comments, Twitter, Facebook, and other social web streams like [wired journalists](#))
- Crowd-sourced pieces

Challenges to journalism

- Not just about broadcasting to the audience: conversation
- Journalists will have to be social media managers as well as reporters
- Role in providing context, and “curating” information: storyful.com, storify.com
- Can “curation” replace fact gathering, checking?
- Finding the signal in the noise

Tumblr (platform)

- Focus on specific subjects
- More visual blog
- You can follow/be followed, blog/reblog
- Journalism uses: offbeat stories, curatorial social media, page proofs
- Check out MediaBistro's article: [6 innovative uses of Tumblr by newsrooms](#)
- similar platform: Pinterest



Facebook (platform w/ tools)

- Build conversations
- Post news items, stories, video, chats, polls
- Pages and insights -- data
- Caution: a private company, so don't become dependent
- Check out: [Should publishers run towards Facebook or away from it?](#) (poynter)



Foursquare (tool)



- Check-in, badges, mayors
- Geographically targetted sources
- Survey "shouts" for breaking news?
 - No search yet
- Glean info from tips about places
- Learn about your subjects (where they go, how much time they spend there)
- More at Poynter: [8 uses for Foursquare](#)

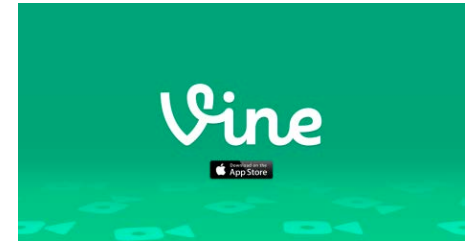
Instagram



Instagram

- a tool for engaging with the audience
 - solicit photos from audience
- search tool to see who attended events
- share photos at live events
- [Instagram for newsrooms](#) (poynter)

Vine (tool)



- 6-second video and audio
- plays directly on Twitter
- inverted pyramid storytelling (lede), other new forms
- adding visuals & audio to breaking story
- getting your voice out there
- [the pros and cons](#) (poynter)

YouTube (platform, tool)

- Online form of broadcasting
- Archival uses
- Crowdsourcing questions, content
- Check out: [youtube reporter's center](#)



Skype (tool)

- Conduct interviews online
- Voice, video or chat
- Use it to record interviews
- Must-have for freelancers, telecommuters



Other tools & platforms

- Friendfeed (social media aggregator)
- Digg/Stumbleupon/Delicious (linking tools)
- Your mobile devices
 - probably the most important tool
 - apps to connect your mobile to all these other social media services
- Hootsuite (multiple social media posting)

Today's activities & checkmark

Photoshop:

1. Tutorial: embedding YouTube video on your blog
2. Embed a video on your Wordpress blog
3. Sign up for one new social media site –something you're not already on-- and use it
4. Link to it from your home page (publish.uwo.ca/~username)