

Today's agenda

- Twitter
- Other social media
- Workshop site:
 - thepixelguild.ca

Twitter

140 characters, addictive,
world-changing ... what's not
to love?

Evolution in 140 characters

- Who cares if I'm eating a sandwich?
- Optimal link delivery system
- 140 characters: just enough
 - Actually need to think in fewer characters
 - Good practice for headlines/ledes
- Conversations

Why use Twitter?

- to build a public profile, either for yourself personally or for your career
- build a reputation
- to meet people with similar interests, or to meet people you wouldn't normally meet in person: networking
- connecting other profiles (Facebook, Linked In, your blogs, etc.)

How journalists are using Twitter

- Breaking news: Egypt, Iran, Hudson River Landing
- Finding story sources (HARO)
- Fact-checking stories
- Crowdsourcing interview questions
- Curation & tracking (lists)

Twips for Success

- Be yourself
- Be sincere
- Be conversational
- Be generous (80 give/20 take)
- Tweet at peak times

Twaps to avoid

- Don't spam (don't just Tweet about your own content)
- Don't Tweet what you're doing, unless it's at least as interesting as:
 - defusing a bomb in a hail of bullets
 - launching yourself into space with surgical tubing and a y-shaped tree
 - reporting about someone doing either of those things.

Principles to follow

"Use the time of a total stranger in such a way that he or she will not feel the time was wasted."

--Kurt Vonnegut

- Give value, and listen
- Tweet only what you're happy having the whole world read

Other social media

- All media will have a social component
- Audiences also tell stories now
- Collaborative reporting (blogs, comments, Twitter, Facebook, and other social web streams)
- 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

Evaluating social media

- Can it help with engagement?
- Does it make “curation” easier?
- Can you use it as a newsgathering tool? Sourcing? Interviewing?
- Are there ethical concerns?

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)



Google+ (platform)

- Main reason: Google+ authorship
 - (puts your profile pic and byline on search results)
- Hangouts (for interviews & engagement)
- Source interviews



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



Instagram (tool)



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

- LinkedIn (become an expert)
- 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)
- Socialmention.com, Klout (tracking tools)

Today's goal

- If you don't have a Twitter account, set one up
- I'll show you how to set up a list
- Link to your account on your home page