

ENG208 - INTRO. TO DIGITAL JOURNALISM

SOCIAL MEDIA FOR
JOURNALISTS

PERIL & PROMISE OF
SOCIAL MEDIA

ISSUES VS. PLATFORMS

TWITTER FOR JOURNALISTS
12 'USE CASES'

A TOOL OR A TECHNOLOGY ISN'T GOOD OR
BAD ON ITS OWN. IT'S HOW WE USE IT...



TWITTER



- AGENT OF SOCIAL CHANGE
(e.g. #MeToo, The Arab Spring)
etc.

- LIVE BREAKING NEWS
- READER REACTIONS
- BUILD COMMUNITY

VS.

- FAKE NEWS
- CYBERBULLYING
- 'TWITTER HORDES'
- (DJT)

IT'S VERY POSSIBLE FOR JOURNALISTS &
MEDIA TO USE TWITTER & SOCIAL MEDIA

MEDIA THEN

- JOURNALISTS AS SEPARATE FROM READERS
- TOP-DOWN
- STORIES PRINTED ONCE - LETTERS TO THE EDITOR TO GAUGE READER REACTION
- JOURNALISTS HAVE ACCESS TO TRUTH & MEANS TO PUBLISH IT

VS.

MEDIA NOW

WITH SOCIAL MEDIA

- JOURNALISTS COLLABORATE / INTERACT WITH READERS
- MORE EQUAL BOTTOM UP
- TWITTER / FB HELP PROMOTE STORIES 'GO VIRAL'
- INSTANT READER RESPONSE
- EVERYONE CITIZEN PUBLISHERS 'CONTENT' ON SOCIAL MEDIA

MEDIA THEN

VS.

MEDIA NOW

- STORIES PRINTED & BECAME A MATTER OF PUBLIC RECORD

- READERS NOT INVOLVED IN STORIES
'READ-ONLY'

- STORIES EVOLVE - ARE UPDATED 'LIVE' -
TWITTER /
LIVE STREAMING
LIVE BLOGGING
MORE 'PROVISIONAL'

- READERS CAN PROVIDE NEW INFO. / INSIGHT ON STORIES VIA SOCIAL MEDIA

- NEW SOURCES / TIPS / INFO.

MEDIA THEN

vs,

MEDIA NOW

"ISSUE"

"PLATFORM"

• APPLE NEWS

• FACEBOOK

• GOOGLE. AMP

(ACCELERATED
MOBILE
PAGES)

* USERS / READERS

DON'T READ WHOLE

ISSUES - THEY DON'T

EVEN VISIT WEBSITES!

('FAKE' NEWS)

* THEY GET THEIR NEWS FROM

SOCIAL MEDIA ← FED BY SERIOUS
JOURNALISM ^{OR} NOT!

12 'USE CASES' FOR TWITTER & JOURNALISTS

USE CASE - From software / web development - an interaction (a series of steps) with a piece of software or system to complete a specific task....

WordPress USE CASES

Log On

Edit a Story

Post a Story

Preview a Story

Update a Story

Post a Photo

Add a Pull Quote

View a Story

#1 SIGN UP FOR A TWITTER ACCOUNT/HANDLE
TO ESTABLISH A PROFESSIONAL IDENTITY
AS A RESPONSIBLE JOURNALIST

@ John Q Smith News

@ John Smith Food

@ J Smith Sports Ace

@ John Smith Winter

?

@ JS Hipster Guy

@ JS Whats Up

@ JS I Dnt Care

② Follow Leading Journalists on Twitter

In Your Area(s) of Interest

YOU CAN BUILD A SET
OF CURATED FEEDS OF
RESPONSIBLE SOURCES?

WHOM DO YOU HAVE TO READ
TO KNOW WHAT'S
GOING ON?

NYT

(Gov't
Sources)

WaPo

LA Times

The Nation

Business/
Thought
Leaders

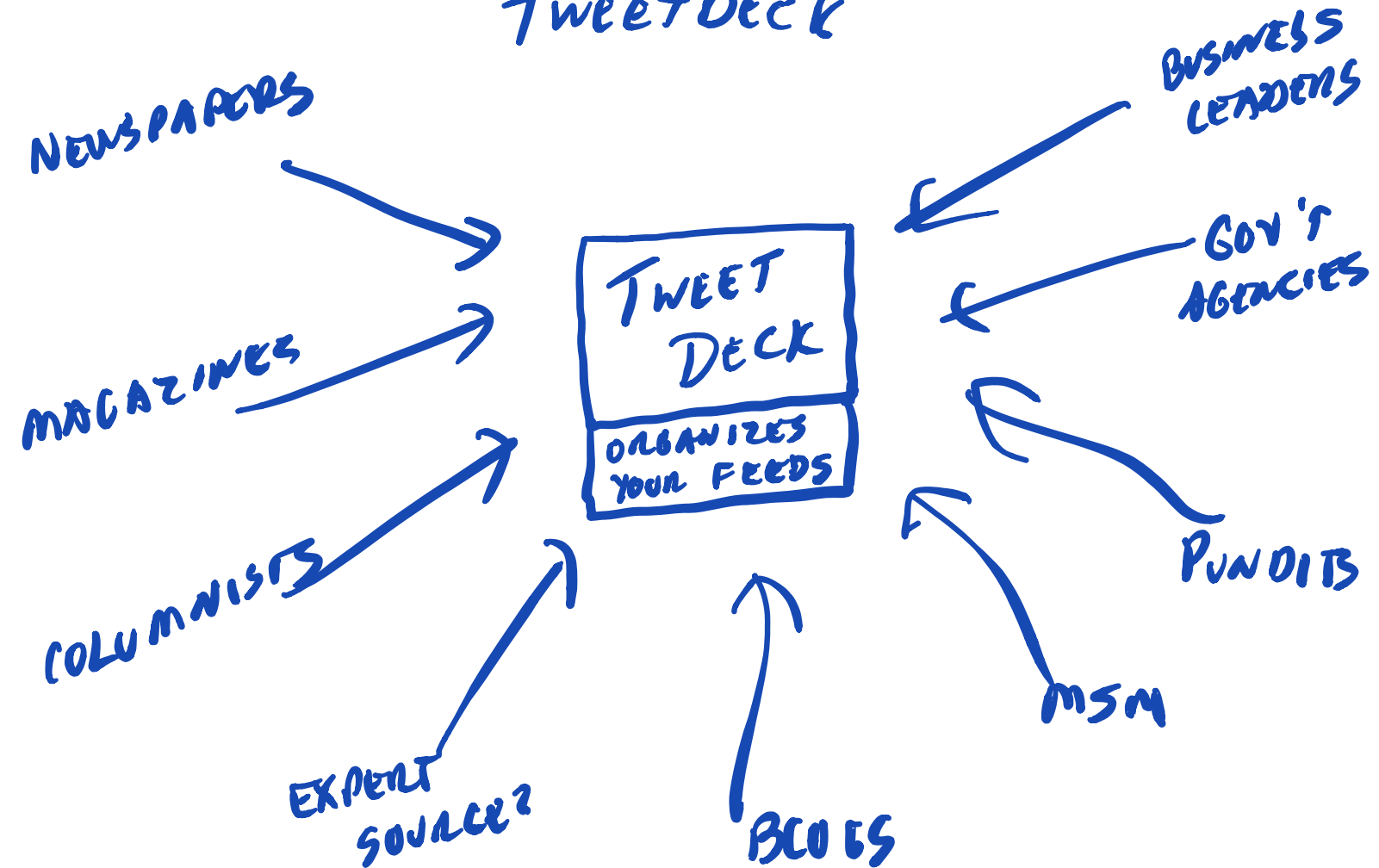
Press
Agencies
AP AFP

Truth Cole.com
Reuters?

Academics

Experts

#3 FOLLOW MULTIPLE LEADING JOURNALISTS/ SOURCES MORE EASILY USING TWEETDECK



#4 TWEET A BREAKING STORY

... FOR ON-THE-SPOT REPORTING

OBVIOUSLY GOOD FOR 'CRISIS'
STORIES — FIRES / STORMS /
CRIMES

BUT ALSO EVENTS

3 EXAMPLES

#5 TWEET A LONGER STORY IN MULTIPLE TWEETS (TWEETSTORM)

YOU CAN OVERCOME THE TWITTER

CHARACTER LIMIT LIKE THIS:

* USE (+) BUTTON

* THERE ARE APPS/
TOOLS TO
SIMPLIFY
THIS

* 1) SEND A TWEET

2) REPLY TO THAT TWEET

3) DELETE YOUR USERNAME @????

4) TWEET AGAIN

MULTIPLE TWEETS WILL APPEAR TOGETHER
IN FOLLOWERS' TIMELINES

NUMBERING
CONVENTIONS

	(1 of 3)	
2/	(2 of 3)	
3/	(3 of 3)	

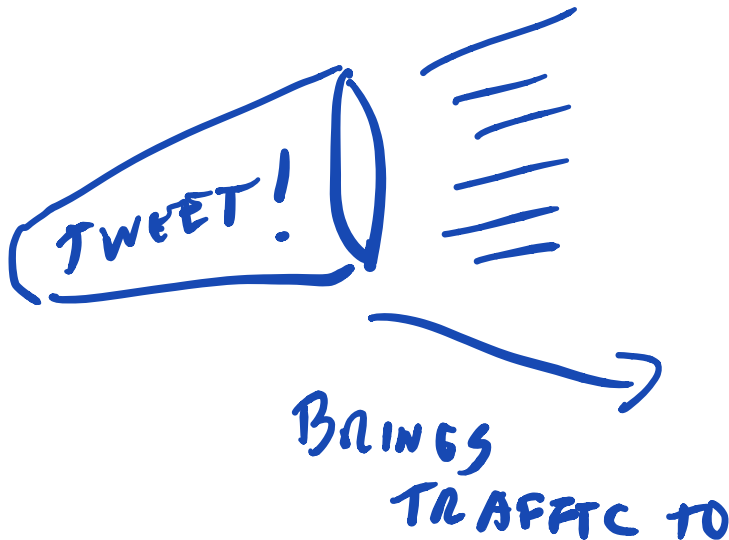
⑧ TWEET A PUBLISHED STORY TO ATTRACT READERS

- SHORTEN URLS

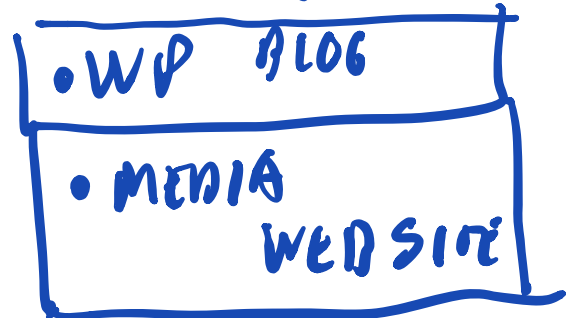
bit.ly

goo.gl etc

- TELL READERS YOUR STORY IS LIVE



STORY IS HOSTED ON...



#7 USE DM TO FIND AN EXPERT SOURCE REQUEST AN INTERVIEW

- TWITTER ALLOWS USERS TO
DIRECT MESSAGE (DM)
PEOPLE YOU'RE FOLLOWING

* & SURPRISINGLY, DM CAN SOMETIMES
LEAD TO A SERIOUS 'GET'
= INTERVIEW - UNLESS YOU
MIGHT NEVER GET RESULTS WITH
AN E-MAIL OR A PHONE CALL
(COLD-CALLING) AN EXPERT,
THIS METHOD HAS WORKED SOMETIMES!

(#4)

DM AN 'ORDINARILY' READER TO FIND
AN INTERVIEW/SOURCE ✓

* TWITTER CAN LET YOU FIND
INTERVIEWS/SOURCES

* CROSS-REFERENCE A TWITTER
FEED WITH OTHER SOCIAL
MEDIA

* DO THIS RESPONSIBLY THOUGH
(VS HARD)

* CULTIVATE SOURCES THROUGH
SOCIAL MEDIA
(A 'VIRTUAL BEAT')

(#9)

USE TWITTER TO INTERACT WITH,

MANAGE AND GROW AN AUDIENCE/
COMMUNITY OF READERS

'AUDIENCE DEVELOPMENT' WITH
SOCIAL MEDIA IS A 'THING'
NOW - A POSSIBLE CAREER
PATH

ANALYTICS / PROMOTIONS ETC.

YES SOCIAL MEDIA BREAKS DOWN
THE SEPARATION OF CHURCH & STATE
EDITORIAL / ADVERTISING

(#10) ADD A TWITTER (OR FACEBOOK) ICON
TO YOUR WORDPRESS SITE

LET USERS TWEET / SHARE
YOUR STORIES!

* THIS IS BUILT INTO
THE WORDPRESS DASHBOARD
(Demo.)

#11 ADD A TWITTER TIMELINE TO YOUR WORDPRESS SITE (USING A PLUGIN)

(DEMO)

#12

"TWITTER REACTED" - ADD TWITTER

REACTIONS TO A STORY

* QUOTE SELECTED TWEETS
SEARCH GOOGLE

'TWITTER REACTED'

② WATCH OUT - TWITTER VS.
'REAL'
REPORTING