

The Buzz . . .

On social media

What is that, you say?

facebook

You Tube

flickr™

Blogger™

twitter

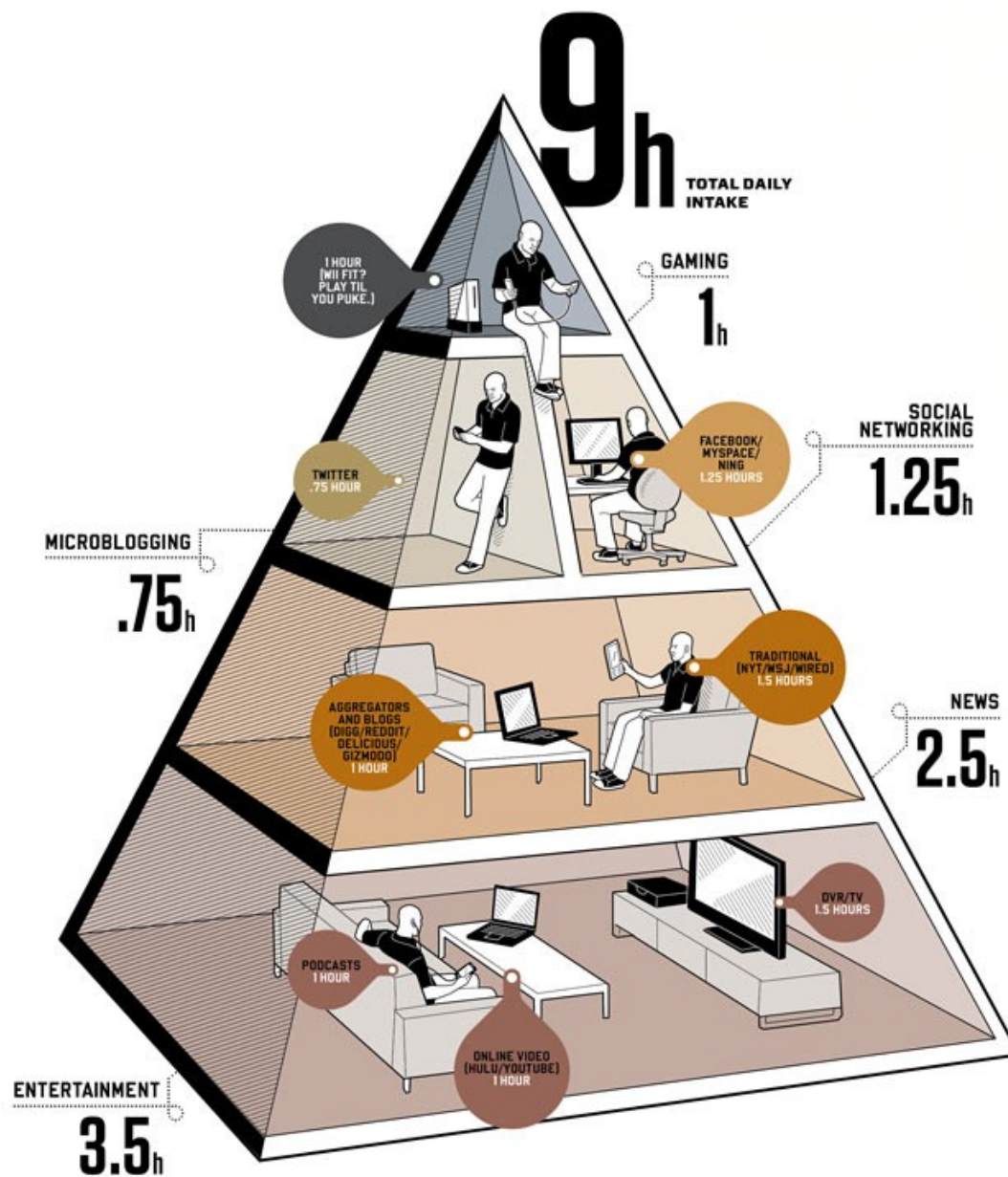


Why do it, you ask?

Connecting with
a broader reach.

Conversing and
interacting.

Communicating
in real time.



<http://www.youtube.com/watch?v=sIFYE>

Journalists use social media to:

- Interact with audience
- Find sources
- Get newstips
- Monitor breaking news
- Report events live
- Promote their work
- Monitor professional news

Social media changes journalism:

- No longer a one-to-many message
- Many-to-many communication
- We're all filters
- We can all contribute
- The conversation is key!

"Every new user is a potential creator and consumer, and an audience whose members can cooperate directly with one another, many to many, is a former audience."

- Clay Shirky, "Here Comes Everybody"

Twitter basics

Your deal in 140 characters

The @: aim
at a name

The RT: pass
it along

The D_:
private
conversation

The #: hashtag
for easier
searching

More on the hashtag...

- Use it to track a topic, meeting, event, etc.
- Allows people to search for it:
 - <http://twitterfall.com/>
 - <http://search.twitter.com/>
- Include links to `presos/media` when possible

Represent yourself.

- Use an appropriate name.
- Create a description that represents your brand.
- Create a shorter motto
- Use a clean, clear image/logo

How do you find people?

Location:

<http://www.twellow.com/twellowhood/>

<http://localtweeps.com/>

Topic: <http://wefollow.com/>

<http://whoshouldifollow.com/>

<http://www.twibes.com/twitter-groups>

Media: <http://muckrack.com/>

Their publications...

Expand your universe.

Don't just follow
journalists or known
sources.

Follow:

- Bloggers
- Experts
- Interested parties
- Politicians

What to say?

- What you're doing, where you're at
- Share a link
- Invite friends to do stuff
- Have a conversation, casual or professional
- Hash tags for events, topics: #BPC

Conversational dos...

- Follow those who follow you (unless they're pornos!)
- Interact with new folks
- Retweet others (check their links first!)
- Answer off-topic queries (especially reporters'!)
- Use caution with direct tweets (i.e., don't make them public!)

The trouble with Twitter...



TerryMoran: Pres. **Obama** just called Kanye West a "jackass" for his outburst at VMAs when Taylor Swift won. Now THAT'S presidential.

about 4 hours ago from web · [Reply](#) · [View Tweet](#)

A good analysis of the situation: <http://bit.ly/2sSHvN>

Conversational don'ts...

- Don't use language/grammar that is inappropriate to your brand:
"Saw Ia U beat my school 17/16.
UNI played best I proud of my team
Pres Mason came up 22pts short of
her prediction 4 victory. She good
Prez"
- Don't get into public disagreements.
<http://bit.ly/42xFJB>
- Carefully couch the controversial. <http://bit.ly/8W7kN>

Professional vs. personal

Share some: "memo to self: just because u can report, doesn't mean u can do a travel piece abt a place u were having too much fun at to take gd notes." (David Carr, NYT)

But don't insult your clients:

<http://bit.ly/144xdQ>

Public vs. private?

- Need you ask? "Sen_Schultheis: Important! Many libs and progressives attempting 2 Follow conservatives. Scrub your "followers" I blocked three more today. #tcot #redco"
- It's all public! TMI! "Just got a spray tan & can't shower until Friday. But I haven't showered since Tue. I think have achieved the status of smelliest in class"

The Social Media Mullet

- Business in the front:
www.linkedin.com
 - professional network
 - use like a resume
 - some employers want to see recs there
- Party in the back: www.facebook.com
 - socializing!
 - pics!
 - funny personal notes!

How to use LinkedIn

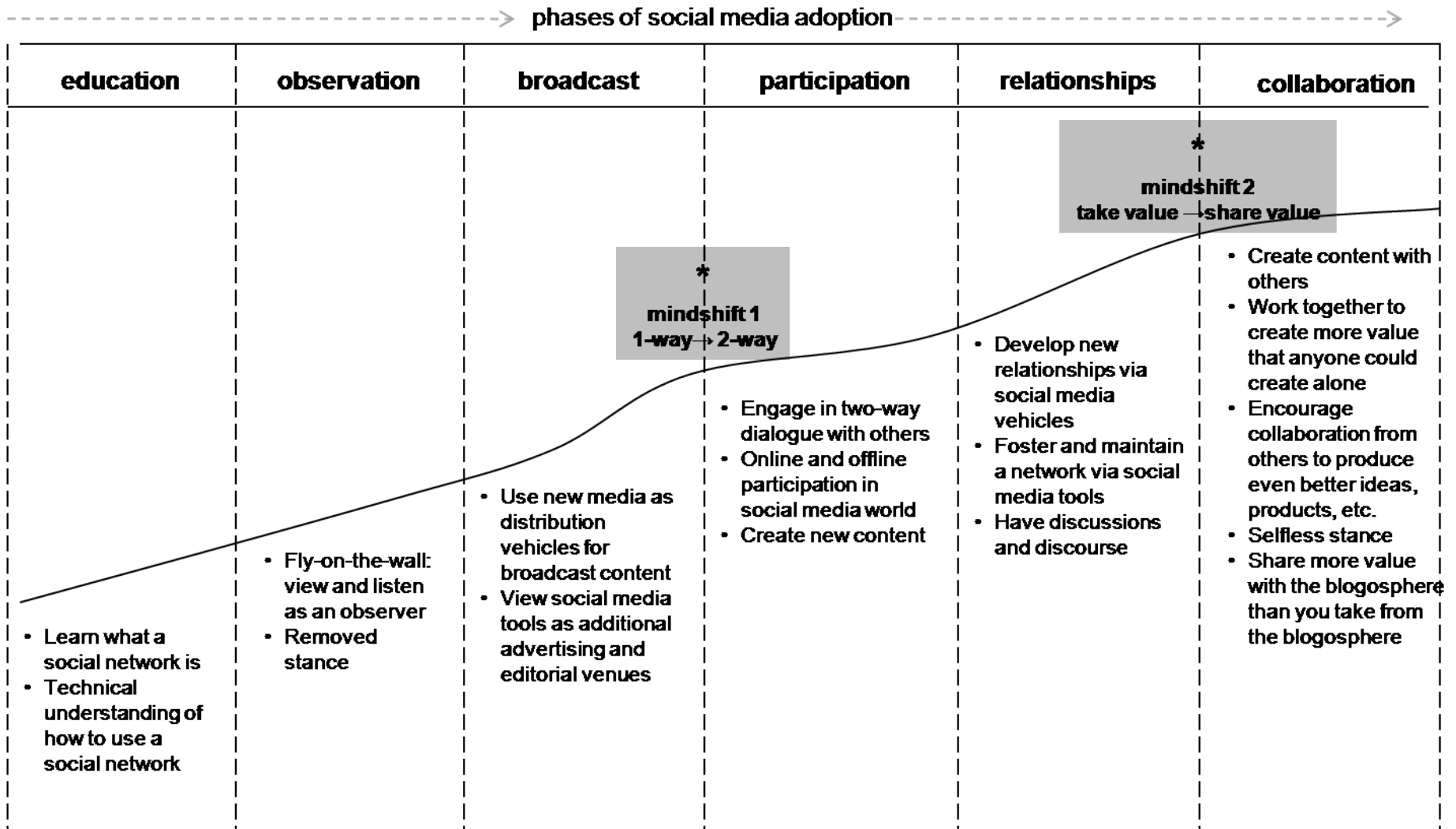
<http://www.linkedin.com/home>

- Professional contacts made easier
- Job searching
- Resume online
- Recs from/for colleagues
- Key word = Professional

<http://facebook.com/home.php>

- Keeping in touch with current, new, old friends and acquaintances.
- Great way to communicate - i.e., your news stories or issues
- You can find sources here, build or find groups promote causes/issues, etc.

Social Media Adoption Curve



Created by Maxine Teller, 11/6/2008

Source: <http://bit.ly/12KHu0>

Tell your story...

- With links
 - Use <http://bit.ly/> to track
- With blogposts
 - Use Google analytics for metrics
- With real people

Recent examples...

- Sean Holton:

<http://bit.ly/jJYVc>

- Steve's family:

<http://bit.ly/vqBNJ>

- Dan Baum's career:

<http://bit.ly/x5ntG> &

<http://bit.ly/NTs93>

Use photos & video...

- Harvard study says they're the most viewed item on Facebook.
- <http://www.brightkite.com> (geo features)
- <http://www.twitpic.com>
- <http://www.flickr.com/> (searchable)
- Facebook
- youtube.com
- vimeo.com

Use tags...

- Brainstorm keywords in advance.
- Study SEO in developing them.
- Use them for blog posts, photos, hashtags.

Crosspost!

- Use TweetDeck to post to both Twitter & Facebook
- Use HootSuite to post from more than one Twitter account
- ScribeFire for Firefox lets you blog to multiple accounts.

Continue learning...

- Latest Nieman Reports:

<http://www.nieman.harvard.edu/repo>

- Mashable: <http://mashable.com/>

- Read Write Web:

<http://www.readwriteweb.com/>

- Harvard study on SN users:

<http://bit.ly/2rNVtj>

- Follow the links of others & RT them!

Some fun vids and links!

<http://www.commoncraft.com/Twitter>

<http://www.youtube.com/watch?v=6ILQrUrEWe8>

<http://www.youtube.com/watch?v=sIFYPQjYhv8>

<http://www.10000words.net/2009/04/online-networking-tips->

<http://www.pcmag.com/article2/0,2817,2345283,00.asp>

<http://www.washingtonpost.com/wp-dyn/content/article/2009>

Readings

- "The Long Tail" & "Free" by Chris Anderson
- "Here Comes Everybody" by Clay Shirky
- "Linked: The New Science of Networks" by Albert-Laszlo Barabasi
- "Smart Mobs: The Next Social Revolution" by Howard Rheingold
- "Remix" by Lawrence Lessig
- "We the Media" by Dan Gillmor
- "True Enough" by Farhad Monjoo