

The Buzz . . .

On social networking

What is that, you say?

facebook

You Tube

flickr™

Blogger™

twitter



There are far more...

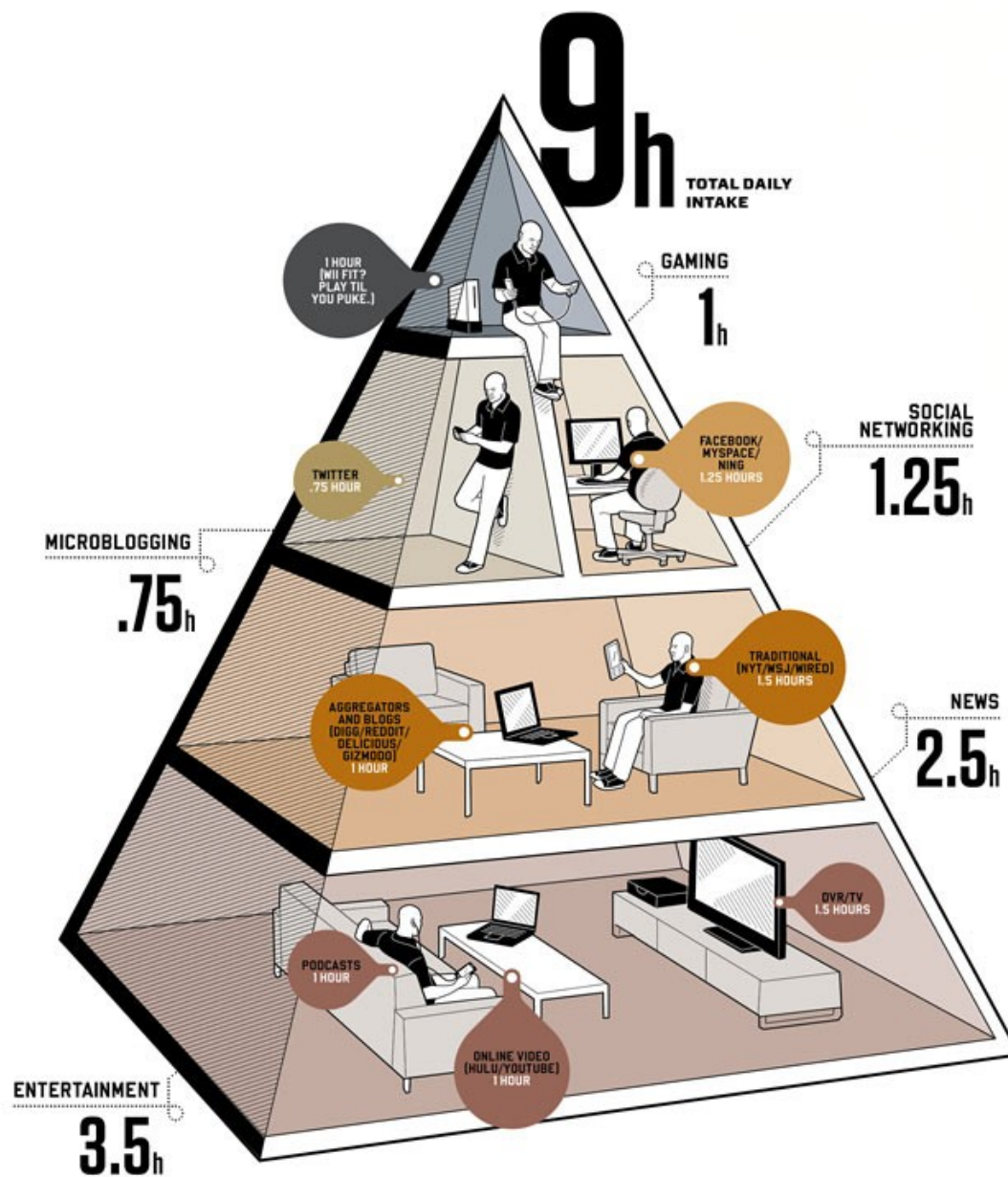
- Crafts
- Music
- Books
- Moms
- Nationalities

Why do it, you ask?

Connecting with
a broader reach.

Conversing and
interacting.

Communicating
in real time.



The Social Media mullet:

- Business in the front: LinkedIn
 - Professional networking
 - Jobs, contacts, recommendations
 - Great for job-related stuff
- Party in the back: Facebook
 - Connect with friends, family
 - Share photos, personal info
 - Private messaging

LinkedIn.com

- Sign up - you'll need an e-mail address
- Create your profile - like a resume
- Join CU SJMC!
- Connect with current, former co-workers
- Consider asking for recommendations

Facebook.com

- Sign up - you'll need an e-mail address
- Fill in info - more personal
- Consider what you'll reveal - religion? Politics? Party pics?
- Find friends & make requests
- Add apps (books you're reading)

Decide on privacy

- On LinkedIn, you want to be public
- On Facebook, maybe not:
<http://bit.ly/1yz0Qe>
- Think before quizzing:
<http://bit.ly/3hsRQe>
- A quick summary:
 - Searches
 - Photo tagging
 - Wall posts

Twitter.com

- Microblog or like Facebook status
- Limited to 140 characters (shorter than a text message)
- Unlike a text msg, unless you shut it down, it's public
- Great way to exchange links, get info from others - including those you don't know

Represent yourself

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

Twitter commands

- The @ aims at someone e.g. @fishnette is aimed at me, but can be seen by all
- The RT is a retweet, forwarding someone else's tweet (RT @FakeAPStylebook: When there's no more room in Hell, omit the final paragraphs to save space.)
- The # is a hashtag for events, subjects, e.g. #SJMC
- The D_ is a private tweet - use with caution!

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

Who to follow?

- **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...
- **Lists!:**
<http://twitter.com/#list/fishnette/journos>

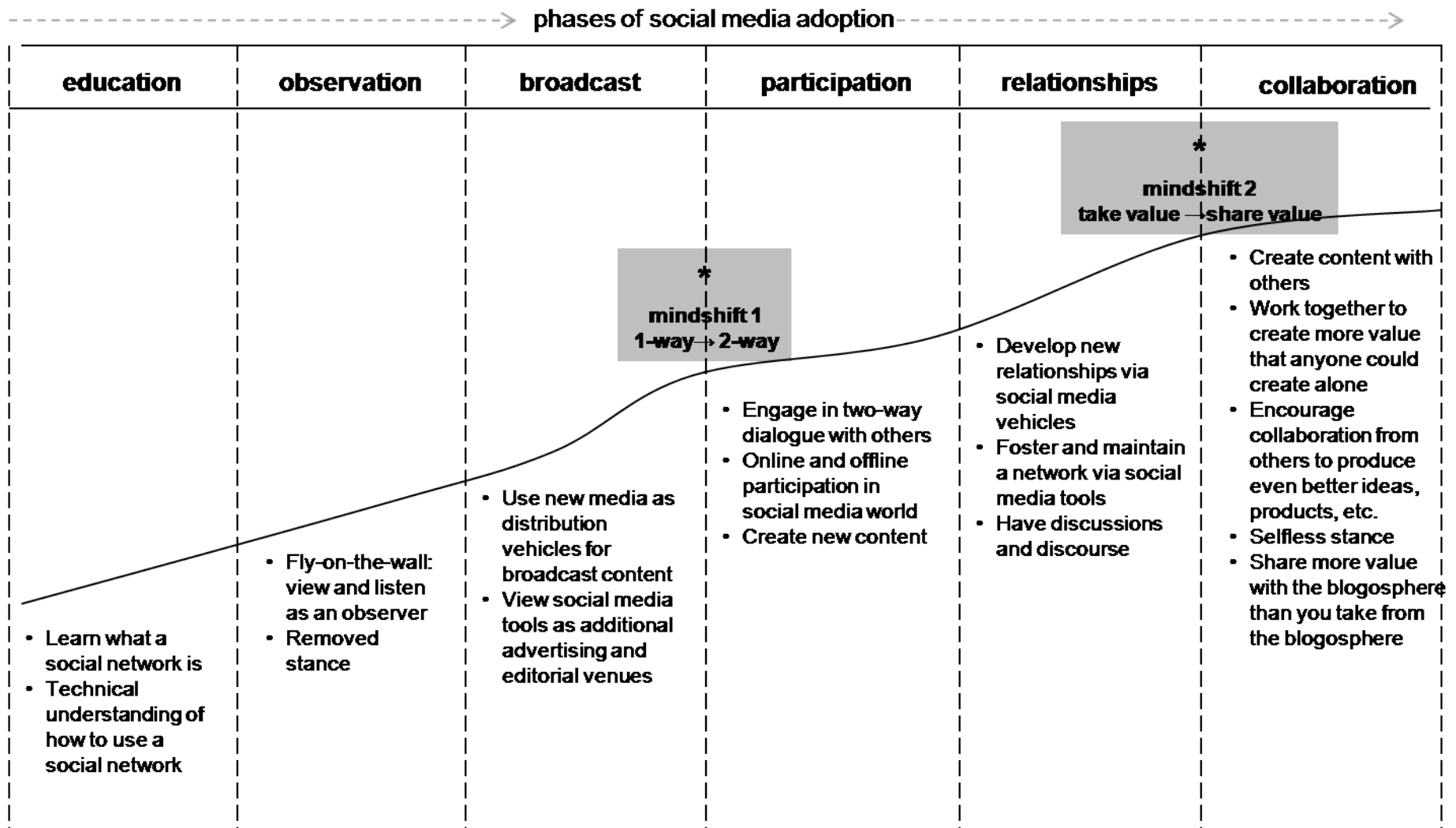
Expand your universe.

Don't just follow other
journalists or friends.

Follow:

- Bloggers
- Experts
- Interested parties
- Politicians
- Public relations folks

Social Media Adoption Curve



Created by [Maxine Teller](#), 11/6/2008

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

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"

"Nearly everyone reads.
Soon, nearly everyone
will publish."

- Denis G. Pelli & Charles Bigelow, Seed, 10/20/09
<http://bit.ly/1LOM74>

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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
- RT things you like!
- Hash tags for events, topics: #SJMC

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"

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...

- 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

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, plus use bit.ly
- Use HootSuite to post from more than one Twitter account
- ScribeFire for Firefox lets you blog to multiple accounts.

Tracking it...

- Google analytics for blogging
- <http://bit.ly/> for shortened URLs
- <http://search.twitter.com/> to track terms, names
- <http://twitter.grader.com/> to analyze effectiveness
- <http://www.oneriot.com/> to search across social media platforms

Continue learning...

- Latest Nieman Reports:

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

- 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-f>

<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