

Social Media for Journalists

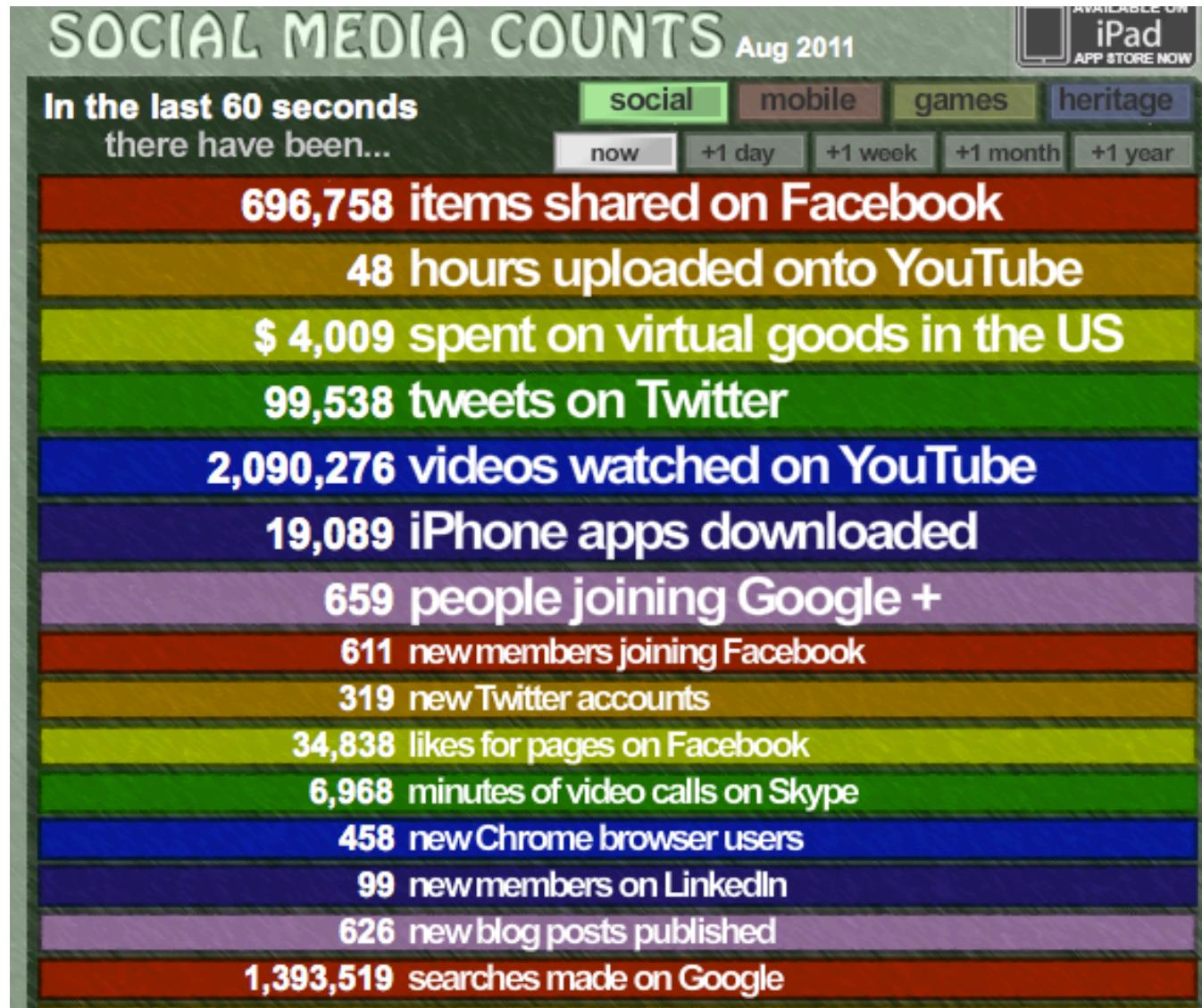
Wilkes University
12th Annual Tom Bigler Journalism Conference



Robin J. Phillips
@RobinJP on Twitter

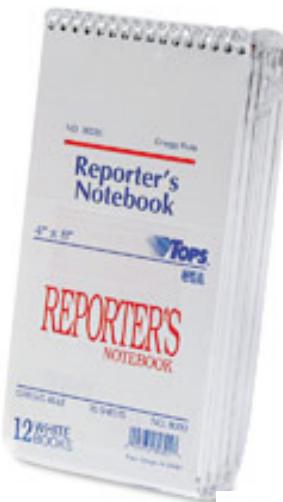
Digital director, The Reynolds Center for
Business Journalism
RobinJPhillips.com

How big a deal is the web?



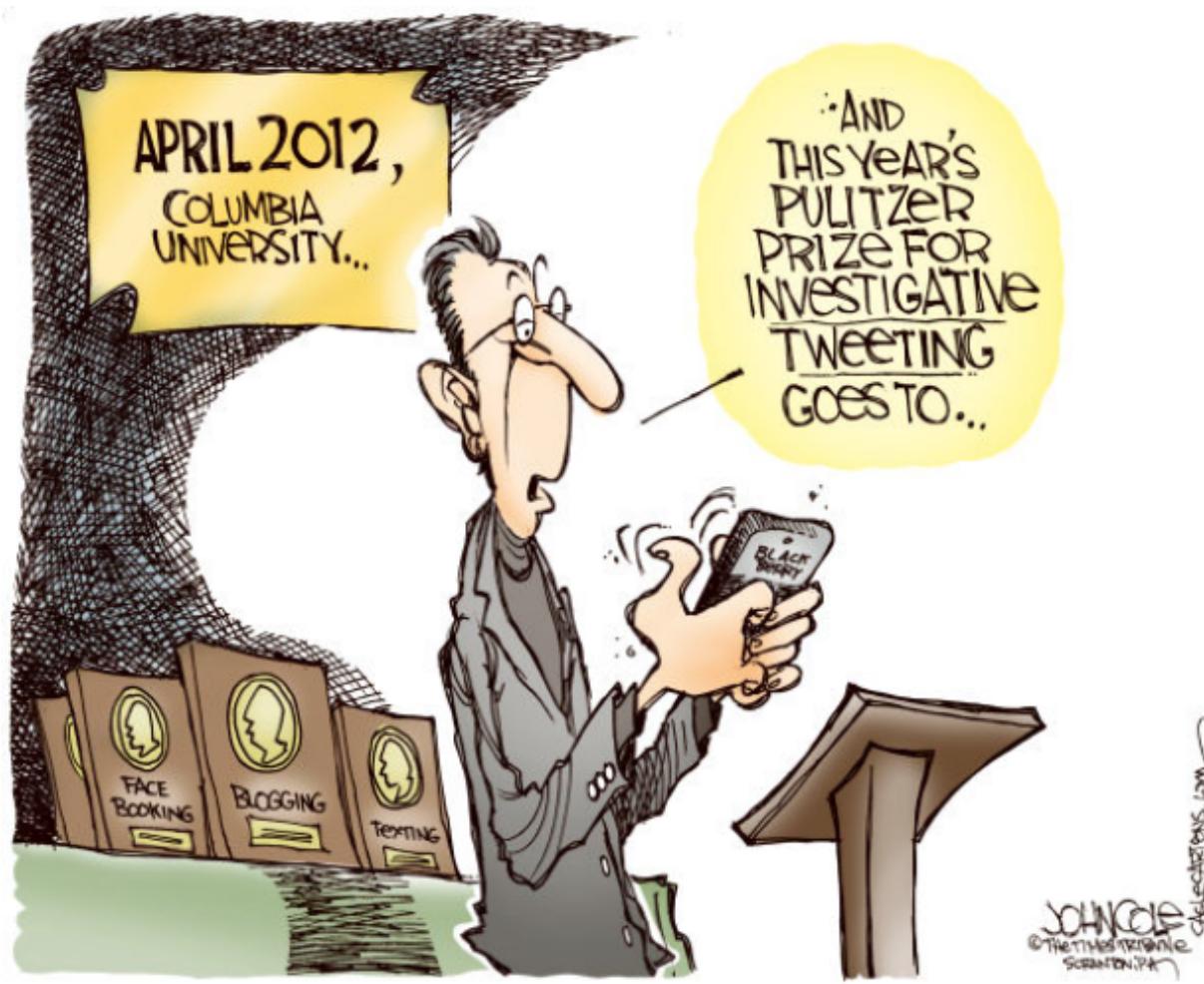


So you want to be a journalist? Let's check out your tool bag.



Social Media Reporting

Is it all just a fad?



Why use Twitter or Facebook?

Journalists can:

- monitor the activities, discussions of people on your beat.
- connect with people who will provide you helpful tips and information.
- connect with colleagues, share ideas with them or get ideas from them.
- “crowdsource” stories, asking followers for story ideas or tips.
- quickly find people who witnessed or experienced an event.
- drive traffic to your content.
- ... and, *honestly*, improve your writing as you learn to make points directly in just 140 characters. (If a lead doesn’t fit in a tweet, it’s probably too long.)

-- Thanks to Steve Buttry, The Buttry Diary

Twitter has **140 million** users



3 years, 2 months, 1 day => 1 billionth Tweet

Now => 340 million Tweets daily



Twitter launched July 15, 2006

Facebook launched Feb. 4, 2004

Facebook has more than **845 million** active users

Average user has 130 friends

If Facebook users were citizens of a country, it would be the 3rd largest country in the world.

Social Media can help you reach new people

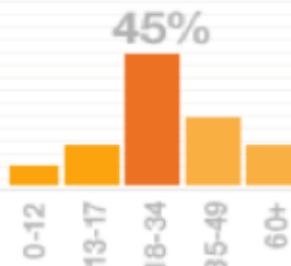
AGE



TWITTER

Average Age

38.4



GENDER



47%

53%

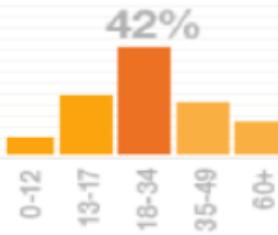
AGE



FACEBOOK

Average Age

38.4



GENDER

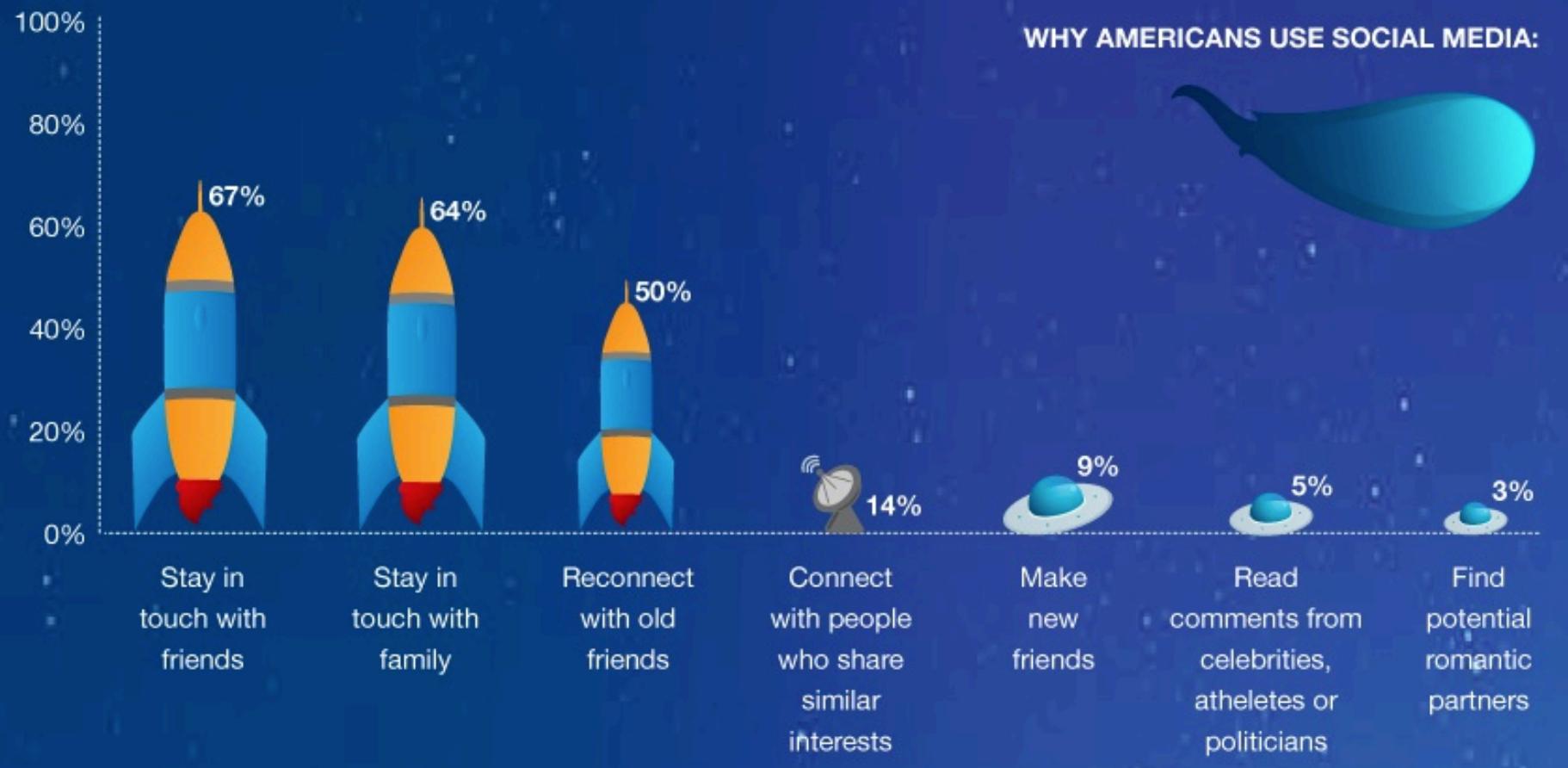


43%

57%

Each tool is different. Facebook is people you know. Twitter is people you may have more in common with.

Social Media Demographics



Information provided by: <http://www.onlinemba.com>

Again. Ways journalists can use social media.

Finding leads, noticing trends.

Finding sources.

Crowdsourcing stories.

Giving a voice to the voiceless.

Creating a helpful community.

Sharing, vetting stories.

Ways journalists can use social media.

Finding leads, noticing trends.



@KadenVM

Kaden VanMaanen

Just got done **street racing** with
@mtuck21 in our cars

7 hours ago via Twitter for BlackBerry® Favorite Retweet Reply

Mentioned in this Tweet



mtuck21 Mitchell Tucker · [Follow](#)

I am a senior at Oskaloosa High School. Planning on playing Division I golf next year at possibly The University of Northern Iowa.

Pittsburgh trends · Change

#SubwayBuy1Get1 Promoted

#IKnowThisOneGirl

#ThingsThatGuysLike

#Raw

Brock Lesnar

Beyond Scared Straight

Tony Lucca

Family Guy

Metta World Peace

Ron Artest

Ways journalists can use social media.



Jamel Holley

@jamelholley

Mayor, Borough of Roselle

The direction GOD points me 2 · <http://www.jamelholley.com>

Finding sources.



Kirsten Gillibrand 

@SenGillibrand

U.S. Senator from New York

NY · <http://www.kirstengillibrand.com>



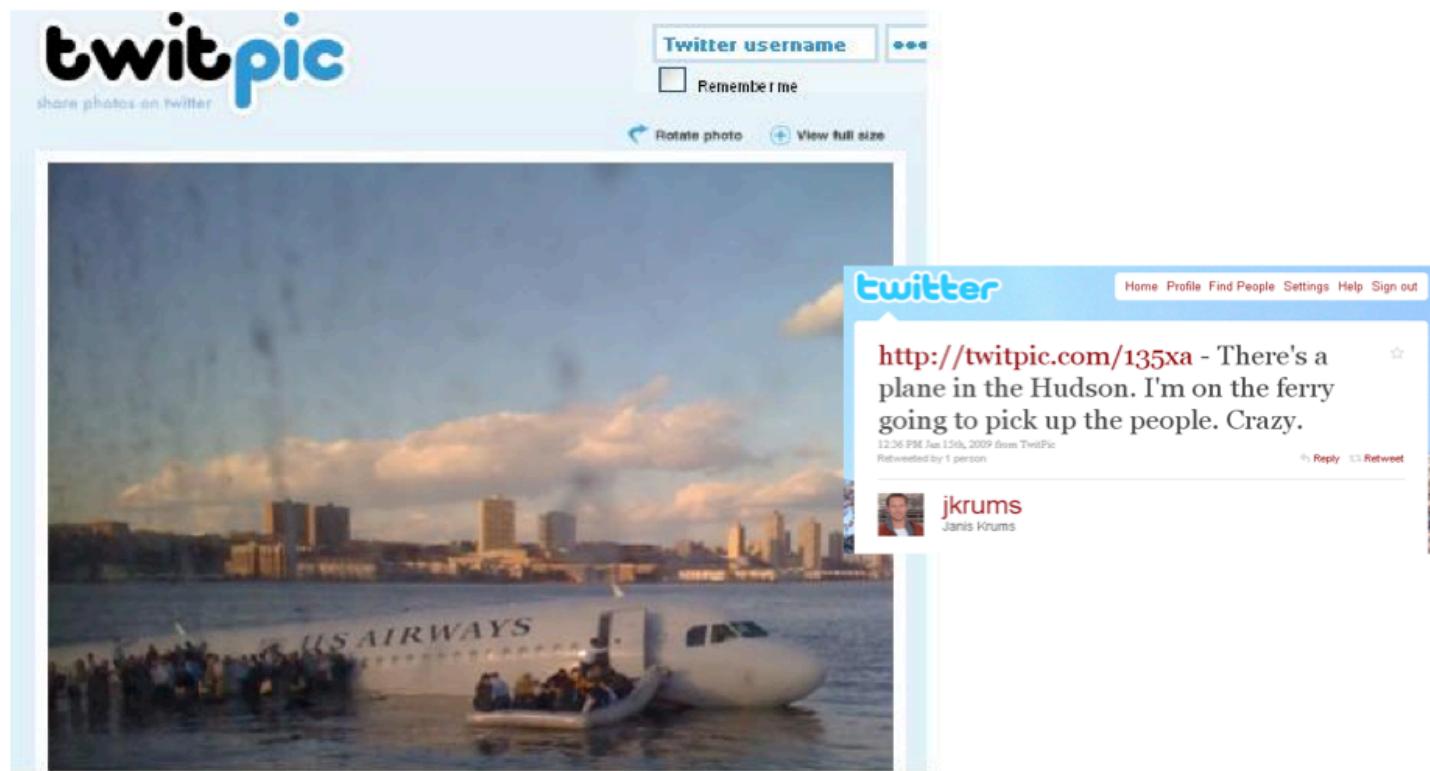
Daylin Leach

@daylinleach

Rick says Obama a snob because he wants everyone to go to college. Just like Obama's a "Calorie Elistist" because he wants everyone to eat.

Ways journalists can use social media.

Crowdsourcing stories.



twitpic

share photos on twitter

Twitter username Remember me

Rotate photo View full size



twitter

Home Profile Find People Settings Help Sign out

<http://twitpic.com/135xa> - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.

12:36 PM Jan 15th, 2009 from TwitPic

Retweeted by 1 person

 jkrums Janis Krums

Reply Retweet

Ways journalists can use social media.



charles pitts
@poetcharles



posted youtube video of police videotaping me
because i video taped them occ people will see her
soon

12:05 AM - 13 Sep 11 via web · Embed this Tweet

Reply Retweet Favorite

Giving a voice to the voiceless.



Eric Sheptock shared a link via Underground News Network.
April 2



Occupy Activists March Across Brooklyn Bridge

www.nbcnewyork.com

Occupy Wall Street protesters are crossing the Brooklyn Bridge to mark six months since hundreds of them were arrested walking the

Ways journalists can use social media.

KYMA-TV shared a link.



April is Child Abuse Awareness month
titancast.titantv.com

April is Child Abuse Awareness month. News 11's Luis Cruz reports on the growing trend of child abuse in the Desert Southwest.



Mike Cronin

Can anyone help find this pup a home?



*****URGENT: LUIGI (ID#888595)!!!**

BNB Family, Meet LUIGI (ID# 888595)!! LUIGI is in a sort of heinous limbo right now at the shelter, balancing between being very much alive and WANTING to live, yet is in danger of being euthanized at any moment (perhaps

1g



Dime Bank President and CEO James Cronin announced his retirement Thursday, marking the end of one of the longest management careers in Eastern Connecticut banking history.

March 17 at 6:36pm · Like · Comment · Share

2 people like this.

Write a comment...



Creating a helpful community.

Ways journalists can use social media.



NYTimes Politics @nytimespolitics

2h

A Shift in Strategy in Pennsylvania for Romney nyti.ms/Hw5rP6



Trip Gabriel @trippgabriel

3 Apr

As Santorum's speech in PA plays on TVs at Grain Exchange,
Romney faithful ignore it.



Katharine Q. Seelye @kseelye

4 Apr

#Santo in rural PA, cites Obama on clinging to our guns and our
Bibles -- "Damn right we do!"

Sharing, vetting stories.

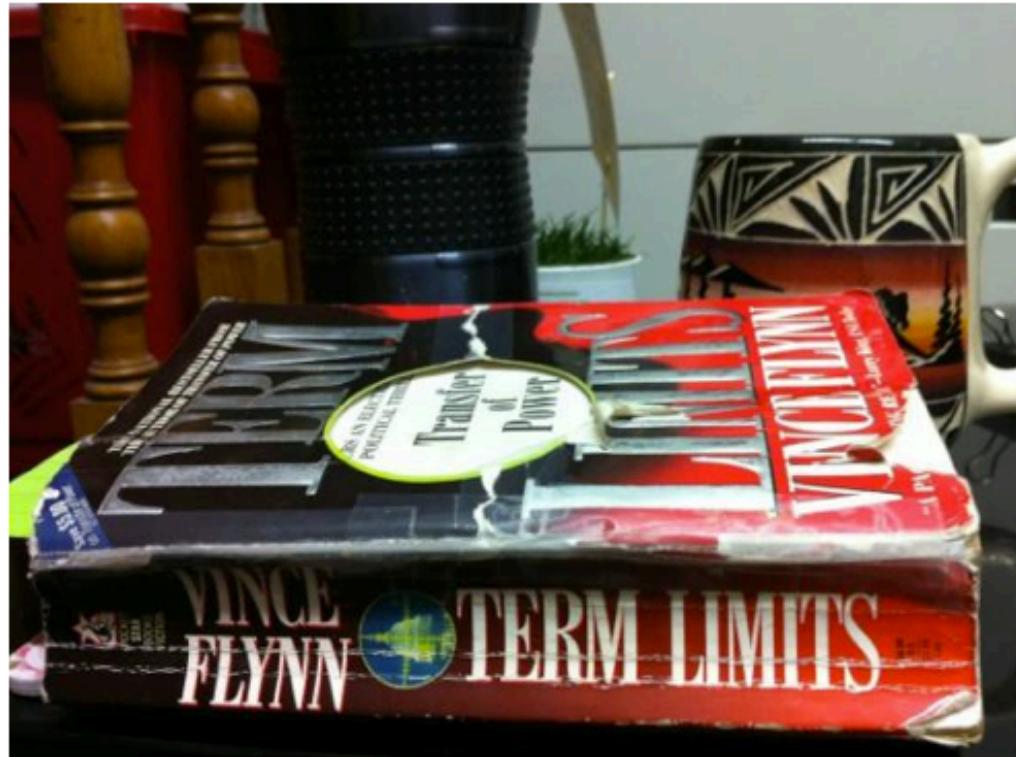
Ways social media can help journalists.



Kristen Wyatt @APkristenwyatt

Hilarious paperback thriller lying around a side office to the Colo House [#coleg](https://pic.twitter.com/JYnylexD) pic.twitter.com/JYnylexD

 Hide photo



Showing that journalists are human and humorous.

Buzz and the Ballot Box



Mitt Romney

Friday via Romney for President

X

This is a weak jobs report that shows the employment market remains stagnant. Americans are paying a high price for President Obama's policies.

[Like](#) · [Comment](#) · [Share](#)

179

 3,586 people like this.



Obama 2012
@Obama2012

Your complete guide to the Buffett Rule:
OFA.BO/KpShAf

22
RETWEETS

6
FAVORITES



12:41 PM - 9 Apr 12 via web · Embed this Tweet

 Reply  Retweet  Favorite

facebook  Search 



Jim Flanagan for Arlington School Committee

27 likes · 19 talking about this

Local politicians on social media



Sen. Robert Menendez @SenatorMenendez

29 Mar

Enjoyed my 1st Twitter Town Hall. Thx to those who participated. Click here for video of the live taping: bit.ly/H40BmX

 Promoted by Sen. Robe

 View video



Claire McCaskill

@clairecmc

 Follow



Just voted in city and school board elections at my voting location, Kirkwood HS. Thanks to all who ran, and those working the polls today.

5

RETWEETS

1

FAVORITE



Tumblr and journalists and news orgs



The Atlantic

[Email](#) [Unfollow](#) [Dashboard](#)
[Install Theme](#)

[RSS](#) [Archive](#)

Exploring the American Idea since 1857. Curated by Jared Keller and Chris Heller The Atlantic Twitter In Focus From the Archives Ask Submit

APRIL 12, 2012

"In the fanciest restaurants, order what sounds least appetizing."

Frugal economist Tyler Cowen, revealing one of his six rules for success: "The logic is simple," he explains. "At a fancy restaurant, the menu is well-chosen. Items are scarce. An item won't be on the menu unless there is a good reason for it. Tastes especially good. [...] And consider that a few items may be on the menu because they are in demand, not because the chef cooks them with special brilliance."

Link

April 12, 2012 | 44 notes
Guardian Comment: Black mathematicians: the kind of problems they wish didn't need solving
guardiancomment:

Check out Jonathan Farley – a professor of mathematics who has received death threats from the KKK and was once wrongly detained on suspicion of being a bank robber – writing on racism in academia.

John Derbyshire, a columnist for the National Review, wrote an essay last week...

Video

April 12, 2012 | 4 notes
Ricken Patel: 'closing the gap between the world we have and the world...

About

 A selection of stories, photos, quotes, video and audio from guardian.co.uk, curated by Stephen Abbott, Lau Oliver, James Walsh, Hannah Walfram and the Guardian's editorial team

People we follow



Social media tips for journalists

- ✓ Make every word count.
- ✓ Keep it simple.
- ✓ Provide context.
- ✓ Lead with the good stuff.
- ✓ Write killer headlines.
- ✓ Graphics expand the story.
- ✓ People make things interesting.
- ✓ It's OK to use first-person.
- ✓ Consider your audience.
- ✓ Be polite.



The Rules



Rules by Robert Hernandez,
assistant professor of practice at USCAnnenberg,
aka @WebJournalist

1. Journalism first.
Technology second.
2. If your mom Tweets she
loves you, check it out.
3. Social media does not
replace in-person
interviews.
4. Citizen, Brand and
Journalist.
5. Be OPEN.

More social media resources



- [What are basic social media skills journalists need?](#) - 10,000 Words
- [The Future of Social Media in Journalism](#) - Mashable
- [Teaching Online Journalism](#) - 4-part slideshows
- [7 ways journalists can use Pinterest](#) - Mashable
- [Journalists learn what works on Tumblr](#) - Poynter
- [Miscellaneous articles on social media](#) – Poynter
- [RobinJPhillips.com](#)