

Robin J. Phillips

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6 helpful Web sites on social media

Mashable

The Social Media Guide

mashable.com

Trends and tips. Follow Mashable on twitter, rss feeds, e-mail or facebook

TechCrunch

techcrunch.com

TechCrunch is a network of technology-focused sites offering a wide range of content and new media.

Muck Rack

muckrack.com

A collection of journalists on Twitter. Organized by beat or employer, these Tweets are worth following to see what other journalists are talking about.



blog.twitter.com

Inside info about Twitter and Web developments.



search.twitter.com

The most powerful search engine on Twitter. Use the 'advanced search' tool to find local sources.



Journaliststoolbox.org

Useful SPJ site full of tools, contacts, info for journalists, including social media and web journalist tools.



govtwit.com

This website hosts the world's largest list of government agencies and elected officials on Twitter

Social media and public administrators, PIOs

Newbie: 12 Tips from Twitter users

<http://lavrusik.com/2011/02/01/new-to-twitter-here-are-12-tips-from-the-community/>

Writing for the Web – how users read Web articles

<http://m.odul.us/blog/2009/2/8/web-writing-for-communicators.html>

How-to.gov – Social Media Tips

<http://www.howto.gov/social-media>

The Journalist's Guide to Twitter

<http://mashable.com/2009/05/14/twitter-journalism/>

Twitter enhances reporting – crowd sourcing, get suggestions, tips

Twitter tools

Tracking tweets

Everything I Need to Know About Twitter I Learned in J School, by Ann Handley, Editor in Chief of MarketingProfs.

<http://mashable.com/2009/06/05/twitter-journalism-school/>

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.

Consider your audience.

Hashtags

<http://twitter.pbworks.com/w/page/1779812/Hashtags>

Mashable: Social Media collection

<http://mashable.com/social-media/>

The journalist's guide to Facebook

<http://mashable.com/2009/08/03/facebook-journalism/>

Finding leads, finding sources, reaching audiences.

Community is a two-way street.

Ethics: Importance of getting the facts

10 ways journalism schools are teaching social media – this is relevant to government officials too

<http://mashable.com/2009/06/19/teaching-social-media/>

Promoting

interviewing

News gathering, research

Crowd sourcing and building a source list

Publishing with social tools

Blog, Social Media and Web site integration

Personal Brand

Ethics: Above all, you're still a public employee

Experiment, experiment, experiment

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