Script: Social Media
Faculty member: Mark Hinojsa

Slide 1: Title slide. No script.

Slide 2: Once, readers found stories and journalists by picking up a newspaper or magazine, clicking on their TV or listening to their radio. Now, it's more likely that audiences will find news through social media sites. Journalists and media companies who want to engage with an audience need to be where readers are looking for news.

Slide 3: The rise of social media has changed how readers gather, consume and interact with news and news organizations. News and information is being shared in real time across the Internet, and reporters need to respond to that change.

Slide 4: A recent report found that 70% of Millennials...

Slide 5: followed daily news, but they receive their news passively as part of their social media feed.

Slide 6: Facebook and Twitter have come to dominate the news conversation on social media; news events are shared and discussed in real time...

Slide 7: and this discussion provides a new way for reporters to connect with sources and readers.

Slide 8: Finally, social media can help you develop a personal brand or identity – in tandem with and apart from the rest of your newsroom.

Slide 9: Journalists use social media in lots of different ways. For instance, they use it to find stories...

Slide 10: ...to monitor developments in breaking news stories as they happen.

Slide 11: ...as a reporting tool to find eyewitnesses, sources and images

Slide 12: ...to engage readers or viewers through continuous news updates

Slide 13: ...to promote content both pre- and post- publication...

Slide 14: ... and to develop an on-going relationship with the audience.

Slide 15: As tempting as it is to see social media as a way to cover stories without leaving your desk...

Slide 16: …social media is not a replacement for traditional reporting. It can provide you with notice of real time events and access to potential sources but, just like with traditional reporting, you need to verify what you are being told.

Slide 17: Which social media platforms you choose to publish on is determined by which ones your audience is using.

Slide 18: For instance – Facebook has the largest user base. But, it also has a very complicated algorithm, and that formula determines what users see.

Slide 19: You should also develop a strong Twitter presence. Twitter has become the news source for the social media world, and you need to be seen there.

Slide 20: Snapchat posts are temporary – meaning they disappear after they're read. Right now, Snapchat is very popular among young audiences.

Slide 21: Instagram is a good additional service to consider adding to your social media toolkit – especially if you plan to have image-driven posts. Let's get into a bit more detail on each of these – including how you can best use them.

Slide 22: Facebook is an obvious choice for sharing stories with your followers.

Slide 23: It's sheer size alone means a reach far beyond your publication's local audience.

Slide 24: It allows for both breaking updates and longer form story presentation. In this post from the Columbia Missourian, you can see, instead of simply posting a link, editors included a short paragraph of text – including a quote meant to hook the reader.

Slide 25: And, users can easily like, share or comment on the post. If you look carefully, you can see this post reached more than 6,000 Facebook users, got 15 likes and was shared 11 times.

Slide 26: Facebook's photo and video embedding tools allow seamless integration and faster downloads.

Slide 27: Here, you'll see what I mean. This is an example from KOMU-TV. On a lot of days, before a newscast, they'll post a teaser of what's coming up on the next newscast. The posts are quick… and almost always include some video, shot using a staffer's phone and uploaded directly to Facebook. All the Facebook user needs to do is click play and they get a behind-the-scenes look of what's about to be on tv.

Slide 28: (No voicing – just play the video)

Slide 29: But Facebook does present some challenges as a news distribution tool. The greatest disadvantage to using Facebook is the lack of guaranteed distribution of your posts.

Slide 30: Because of the algorithm used in its news feed, not every Facebook follower you have will see every update you post.

Slide 31: Also, when you post to Facebook, you are talking to readers who already follow you. This limits your reach to existing followers and their followers if they choose to share you.

Slide 32: Twitter has become the go to place for breaking news;

Slide 33: ...users share eyewitness accounts of news events in real time.

Slide 34: By searching hashtags, keywords and locations, reporters can find and follow breaking news stories.

Slide 35: By comparing tweets and locations, reporters can find sources and verify accounts. It is also the obvious place to promote your coverage.

Slide 36: Twitter's speed and ease of use are also its disadvantage. The 140-character posts are quick and easy to create but a difficult space in which to express a complex idea.

Slide 37: Because of the flood of tweets around news events, it is often hard to stand out.

Slide 38: And, you have to be careful, because there is a lot of misinformation on Twitter... misinformation that can spread like wildfire during breaking news.

Slide 39: The best tweets read as if you are getting a message from a friend. This doesn't mean your tweets can be sloppy, but they should feel familiar and conversational.

Slide 40: The best tweets read as if you are getting a message from a friend. This doesn't mean your tweets can be sloppy, but they should feel familiar and conversational. Use Twitter as an opportunity to have a conversation with your readers; talk **with** them, not **at** them.

Slide 41: Use @mentions to cite your sources. @mentions are when you tag someone in a tweet – referring to them by name.

Slide 42: Include hashtags – which will make your tweets easily searchable to users looking for information on the topic on which you're reporting. Make sure you keep it to no more than two hashtags per tweet though, or it'll get cluttered quickly.

Slide 43: And photos! Add photos when you can. Tweets with photos and video get twice as many retweets because of how easily they catch a user's eye.

Slide 44: And, when you only have 140 characters, every one counts. When you add links to your tweets, use a URL shortener such as Bit.ly. Otherwise, your URL could potentially take up your entire tweet!

Slide 45: Twitter helps journalists report what's happening the instant it happens: live tweeting a news event is a great way to connect with your audience while covering a news event. Make sure you tell your audience ahead of time you'll be doing it.

Slide 46: Don't tweet just once or twice during an event. Successful live tweeting follows the whole story -- start to finish.

Slide 47: Remember the fundamentals of journalism. Be accurate. Be fair. Speed matters, but not more than accuracy.

Slide 48: And, be sure to include common hashtags in each of your tweets. That makes them easy to find and follow throughout the event.

Slide 49: Social media users quickly find that they outgrow basic Twitter. Social media management tools such as Hootsuite and Tweetdeck provide a robust environment for managing your Twitter accounts. Their multi-column layouts allow you to organize different accounts and searches. These tools allow you to create dedicated columns that are an easy way to follow a breaking news story.

Slide 50: Sometimes news posts on social media can tell the story of an event. Services like Storify allow you to curate and publish social media posts as stories by aggregating information from a variety of sources.

Slide 51: Storify stories, for instance, can include text stories, tweets,

Slide 52: Storify stories, for instance, can include text stories, tweets, Facebook posts, Instagram photos, or text blocks you create.

Slide 53: These stories can be hosted on Storify's website or embedded on your own web page by using their tools.

Slide 54: Here's an example of how the Columbia Missourian used Storify to cover

reaction to the news that Missouri head coach Gary Pinkel was retiring. As you can see, editors were able to include a wide range of voices to tell the story. There are tweets from the university, from the athletic department, from current and former players, reporters covering the story – and from fans. Tools like Storify allow you to tell the story from 360 degrees, incorporating voices reporters might not otherwise have immediate access to. (slide has video that can play and scroll as Mark reads the script)

Slide 55: Navigating social media can create many legal and ethical challenges. Journalists shouldn't say anything they wouldn't want to see on the front page of their newspaper, and they shouldn't post anything that would embarrass them or their organization.

Slide 56: Just because you find a photo on social media doesn't mean you can use it. Copyright still applies.

Slide 57: Maintain transparency at all times. Your personal social media accounts should indicate that you're a journalist. And, when you're interacting with people on social media sites while working in a newsgathering capacity, make sure you tell people that.

Slide 58: Establish a code of ethics and best practices for your newsroom.

Slide 59: Social media is an opportunity to engage your audience in a conversation around events that impact their lives.

Slide 60: Like any good conversation, it requires as much listening as speaking.

Slide 61: Keep talking. Don't go silent. People start to follow you – or your publication – because they're interested in what you have to say.

Slide 62: Just make sure you're saying something worth listening to. Tailor your message and make sure your tone is right for each of the different social media platforms. It might take some practice. Don't give up.

Slide 63: Don't argue…

Slide 64: … or tweet when you're angry.

Slide 65: …and remember that you are the voice of your publication, so be professional.

Slide 66: Contact info slide. No scrip