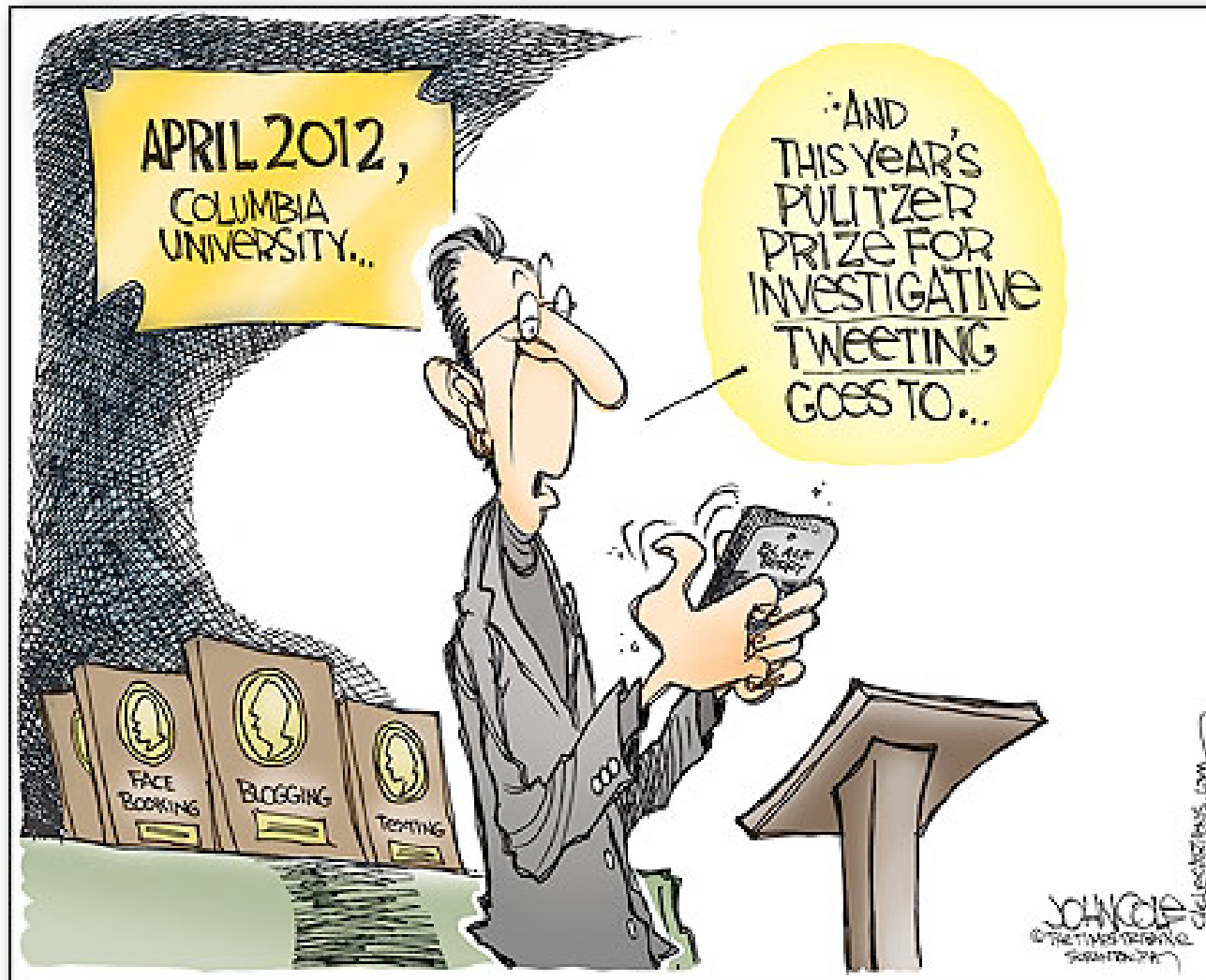


# Social media mania!

Tools to help journalists build community

Online News Association, SF, Oct. 3, 2009



JD Lasica  
President

**Socialmedia.biz**

jd@socialmedia.biz

# Relax!

---



Creative Commons  
photo by Nattu  
on Flickr

<http://delicious.com/socialmediacamp/ona09>

(all sites in this talk have been tagged for later retrieval)

<http://slideshare.net/jdlasica>

# Handouts!

ONLINE NEWS ASSOCIATION CONFERENCE

OCTOBER 2009



## 6 TWITTER TIPS FOR JOURNALISTS



### 1. Create a Twitter dashboard

Organize and manage your Twitterverse by selecting an app to work with throughout the day. Your top choices are two downloadable desktop apps – [TweetDeck](#) or [Seismic Desktop](#) – or [Tweetie](#), a configurable Web-based app. All allow you to customize your Twitterstream into groups (or, if you prefer, lists).



### 2. Find local tweeps

Twitter's a great way to connect to the local community. A handful of tools let you suss out who's in your area. First, try [Twitter's advanced search](#) feature. Go to [search.twitter.com/advanced](#), enter a city or zip code into the "Near this place" field and choose a search radius. The results are based on the location people enter in their Twitter bios. Other tools worth a try: [TwitterLocal.net](#), [HootbyHootie](#), [LocalHootie](#) and various iPhone apps, such as [Twinkle](#), [TwitterFox](#), [Tweetie](#) and [Twitterator Pro](#). [Hootsuite](#) is a new local Twitter app that lets you track trends and conversations in specific media areas. We also like [Twellow](#) (and [Twellowcard](#)) – the Twitter Yellow Pages – [MyTwellow](#) and [Twellowd](#), three tools to help you discover folks relevant to your interests.



### 3. Follow breaking news

Use [Twitterfall](#) to follow the real-time flow. Create a custom search to follow topics you specify – and save them for later retrieval. Type in an address into the geolocation panel to see what people are discussing in that area. Use this app to follow breaking news stories. You may also want to follow hashtags or topics of interest, like [#health](#), [#obama](#), etc. [BreakingTwitter](#) is a site where reporters curate and organize what's moving around Twitter. [TweetRings](#) lets you receive hourly email alerts of topics you specify.



### 4. Measure your grandiosity

OK, at some point, you'll want to take account of how you're doing in Twitterville. Fortunately, there are lots of tools to assess your Twitter chops. Type your Twitter ID into [TwitterIndex](#) (you can also see the most popular Twitter users in your city), [TwitterRank](#), [TwitterGrowth](#), [Twitterati](#) or [Twitterator](#) to see the power of your profile. Use [FollowRank](#), [TwitterRank](#), [Twitterati](#) or [Twitterator](#) to measure how often you get retweeted. For metrics, [bit.ly](#) and [TwitterStats](#) are good ways to see how many Twitter followers have clicked the old shortener to read that story you pointed to a stream.



### 5. Find a source

[@twitterpodcast](#) connects journalists with more than 100,000 news sources. Peter Shankman [@shankman](#) posts tweets with instructions on how to respond. Journalists submit queries using an online form, and sources can get up to these emails a day with 15-30 queries per email.



### 6. Report on location

[Twellow](#), a new service, combines the simplicity of Twitter with the ability to stream live video, thanks to a partnership with [Livestream](#). You could report live from the scene of a speech, a fire, a protest or another breaking news event. Chat with your viewers via Twitter right from your broadcast page. All Twellow sessions are archived and can be embedded on your news site.

– JD Lasica, Socialbts.org

Download this handout at <http://bit.ly/5n8vntops>

– JD Lasica, Socialbts.org

Download this handout at <http://bit.ly/5n8vntops>

ONLINE NEWS ASSOCIATION CONFERENCE

OCTOBER 2009



## 8 ways to use social media in the newsroom

Let's face it: In your newsroom, you're light years ahead of the curve. Here are some tips to keep you there.

### 1. FriendFeed

[FriendFeed](#) lets you combine your feeds (Twitter, Flickr, Digg, Facebook, Delicious, etc.) into one interface. It's similar to Twitter but easier to organize. You can post more than 140 characters, organize private or public views and get a feed of your friends as an e-mail.

### 2. Search the real-time Web

Find out what people are talking about online right now – chances are you can turn a meme into a story. Tools include [Twitter Search](#), [Twitterstream](#), [Twitterloop](#), [OneFact](#), [Seismic](#), [SearchMingo](#).

### 3. Flip out!

We're all multimedia journalists now. Don't let an eye-catching moment or newsworthy subject slip by. A [Flip](#) can (\$199 for its web version) lets you easily add visuals to a story. Users are more likely to jump into a conversation around a video on your site than a text-only article. Another good choice: [Kodak Zi](#).

### 4. Skype

The service, which is free for [Skype-to-Skype](#) calls and inexpensive for calls to land and mobile lines, lets you conduct and record interviews with industry leaders in the US or overseas. A nice bonus: You can capture it as a video chat, upload it to YouTube, embed it and invite readers to comment on your site.

### 5. Start an instant social network

That's what NPR's Andy Carvin did with the Hurricane Information Center on [Ming](#). Scores of people chipped in valuable info as Hurricane Gustav lurked toward land-fall. You need it well for a disaster. Pop open a free social network on [Ming](#) (or a similar site like [KikkuApp](#)) around a topic that may generate community interest.



### 6. Become an online radio host

Sign up with [BlogTalkRadio](#). It's free to host live call-in shows about your beat or specialty. Do it weekly to gather a following.

### 7. Live blogging

Live-blogging a newsworthy event has an advantage over live-tweeting: Your coverage can generate comments for months. [CoverLive](#) is the best of the lot; it includes integration with Twitter. Click for live video and YouTube pre-recorded video.

### 8. Upload & embed video

Lots of large companies have begun creating YouTube channels. Newsroom about 700-750 sites like [Magnifynet](#), [Vodder](#), [Kaltura](#) and [Brightcove](#) offer paid content uploads. But we're still surprised how few sites use YouTube's embed code, letting you show off high-quality videos, the TMZ Talks.

Compiled by JD Lasica & Barbara Hansen

Download this handout at <http://bit.ly/5n8vntops>

– JD Lasica, Socialbts.org

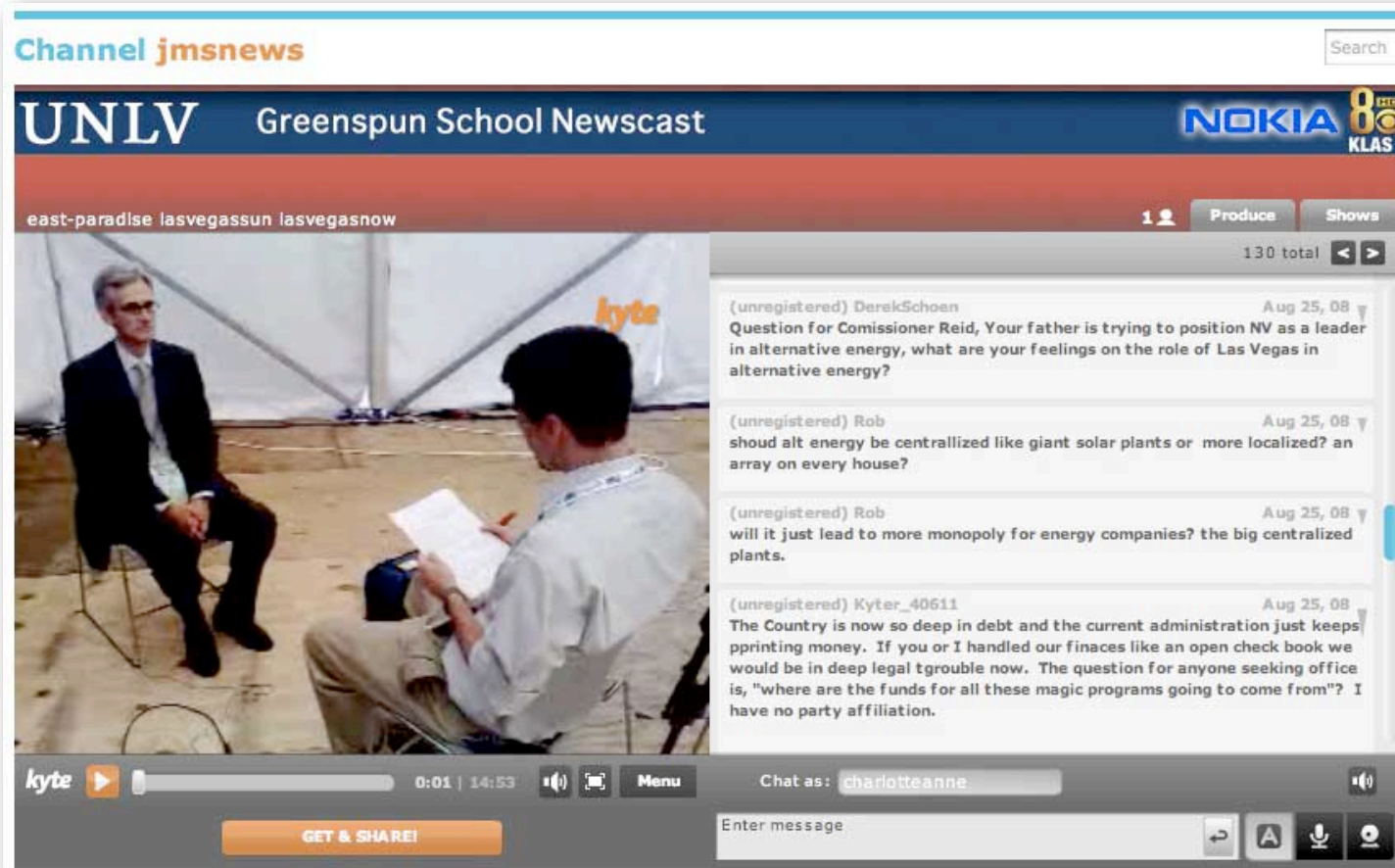
Download this handout at <http://bit.ly/5n8vntops>

# Building community w/ social media

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1. Community video
2. Geotagging
3. Enable local conversations
4. Tap into sharing economy
5. Twitter ecosystem

# 1. Community video



This is the University of Nevada, Las Vegas, student journalism channel.  
<http://www.kyte.tv/ch/109996-jmsnews>

## Video + chat = engagement

Think of your site not just as a way to showcase your own journalism but as a platform to connect users with interesting events taking place in the community. Enlist partner organizations. Enable live chat.

Streaming video tools include **Kyte.com**, **Qik.com**, **Ustream.tv**, **Livestream.com**, **Flixwagon.com** and **Youcaster.com**.



# Live video streaming

The screenshot shows a live video stream interface. At the top, a banner features a portrait of Sonia Sotomayor on the left and an image of the Supreme Court building on the right, with the text "SONIA SOTOMAYOR" in large, bold, black letters. Below the banner, the main video player shows a man and a woman smiling. The player has a "livestream" logo in the top right corner. Below the video player, there are controls: a power button, "ON-AIR" and "ON-DEMAND" buttons, a volume icon, and a "MENU" button. To the right of the video player, there are several promotional banners. The first banner has a red background and says "Más noticias sobre Sotomayor" with a small image of Sonia Sotomayor. The second banner has a white background and says "Sigue la cobertura en twitter..." with a blue bird icon and the text "EL DIARIO". The third banner has a light blue background and says "LLENA TU EQUIPAJE" with an image of a red suitcase and the text "Sabemos por qué vuelas" and "American Airlines". The fourth banner has a light blue background and says "Recibe las noticias de Voto Latino en tu móvil." with a mobile phone icon and the text "Alertas". At the bottom of the interface, there is a red button that says "Watch In English here" and a logo for "The NEWS HOUR with Jim Lehrer".

Video

impretv

livestream

Más noticias sobre Sotomayor

Sigue la cobertura en twitter... EL DIARIO

LLENA TU EQUIPAJE

Sabemos por qué vuelas American Airlines

Recibe las noticias de Voto Latino en tu móvil. Alertas

Ingresa tu número móvil:

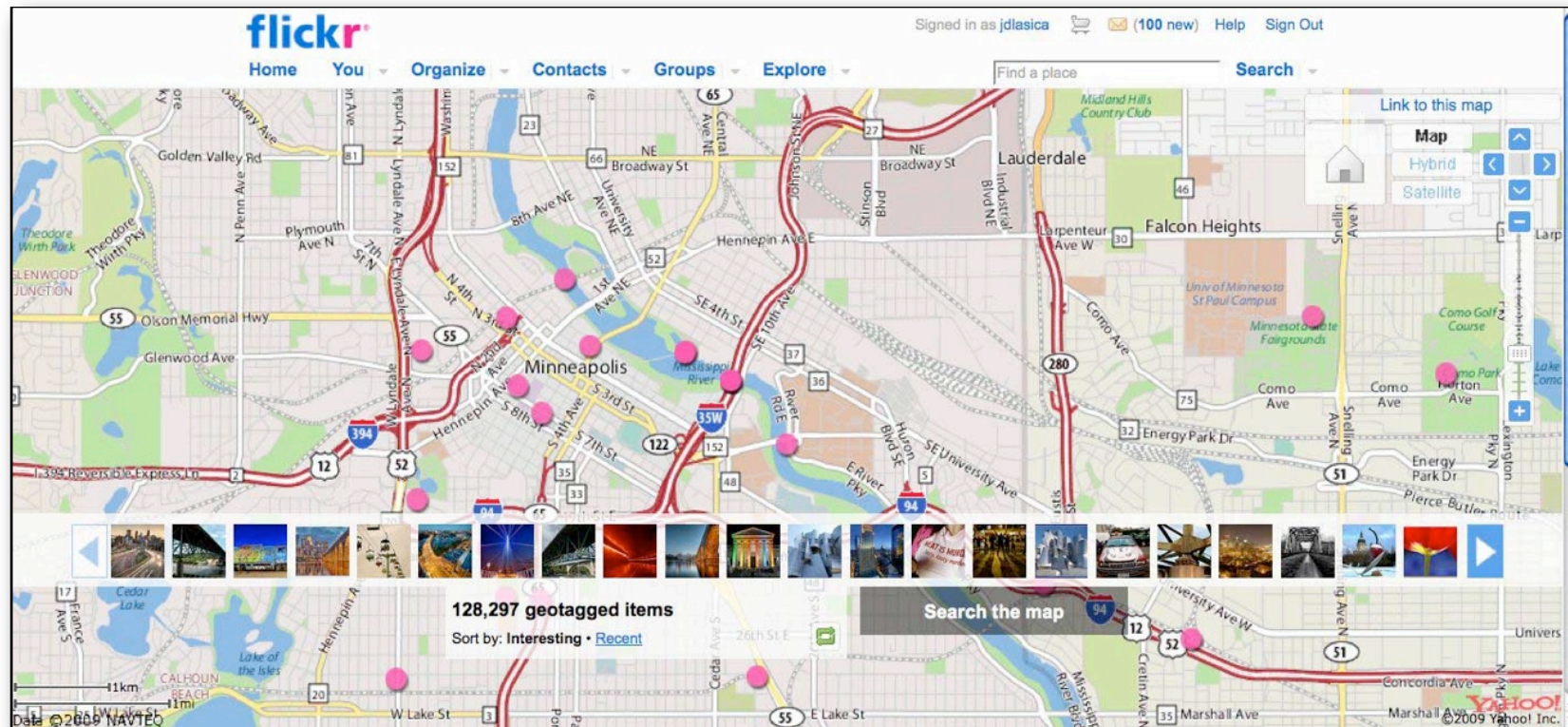
Video cortesía de PBS

PBS Watch In English here

PBS The NEWS HOUR with Jim Lehrer

ImpreMedia teamed up with the PBS NewsHour to live-stream the Sonia Sotomayor hearings. ImpreMedia went from 20,000 streams during 2008 campaign season to 45,000 streams this past spring. PBS provided the signal & video player, ImpreMedia provided the Spanish translations.

## 2. Geotagging

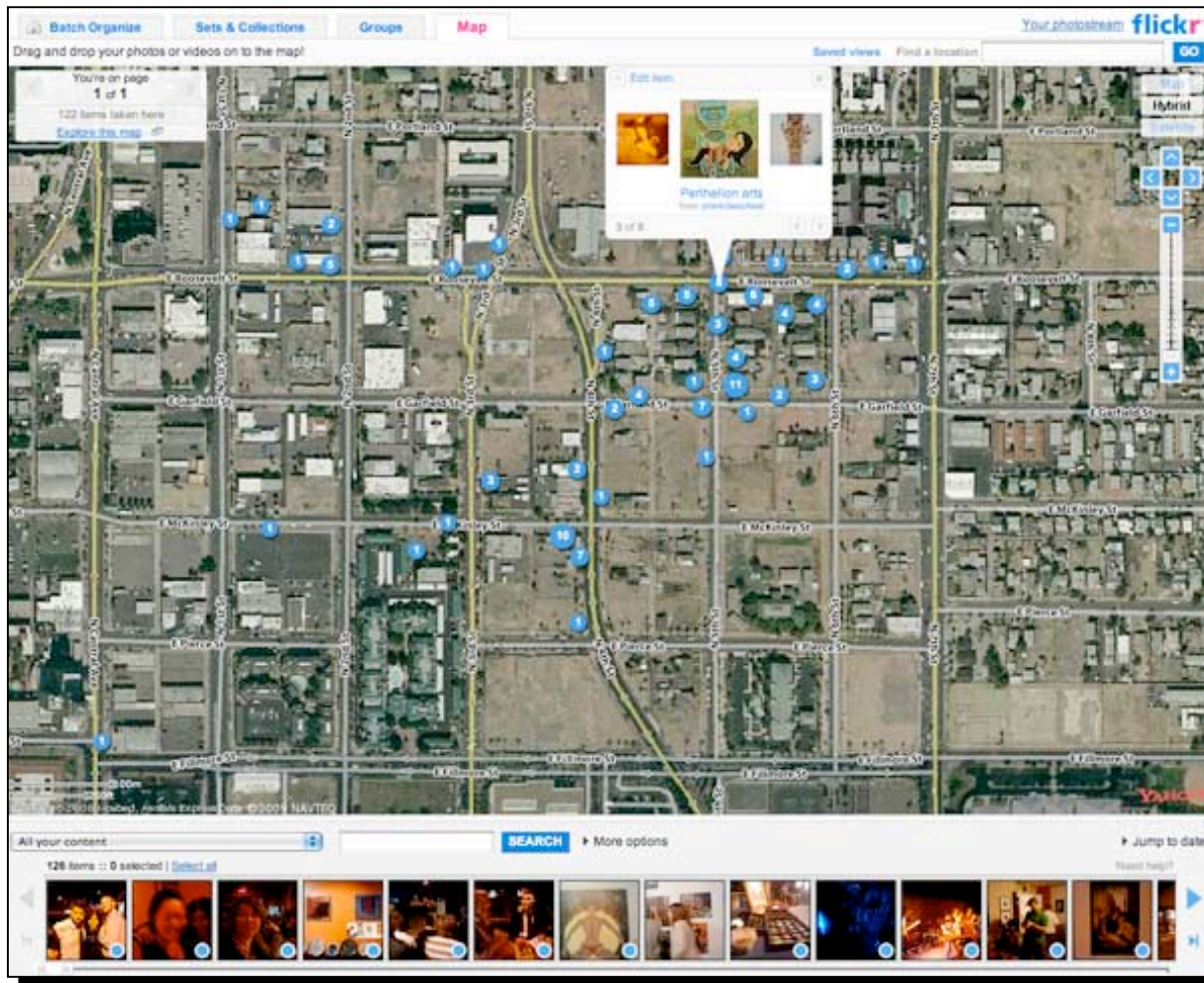


### Minneapolis bridge collapse

Visitors to **Flickr** could see photos of the 2007 disaster taken from multiple vantage points. Many new digital cameras and mobile devices, like the iPhone, come with geotagging enabled by default.



# Geotagging an art walk



## An afternoon with smart phones

Dan Gillmor took a class of journalism students at Arizona State University out for a stroll and created a cool Flickr map with more than 120 photos captured with G1 smart phones.

"It was absurdly easy," he says.

News organizations should enlist community members with geo-location capable devices to cover concerts, political rallies and community events.



# Geotagging local news

<http://chicago.everyblock.com/crime/>



## Theft: Pocket-picking

Place: CTA bus. Reported at 11:30 a.m. on February 7, 2009.

## Simple battery: Simple

Place: Residence (porch/hallway). Reported at 1 a.m. on February 7, 2009.

## Theft: Retail theft

Place: Drug store. Reported at 7:15 p.m. on February 7, 2009.

## Motor vehicle theft: Automobile

Place: Parking lot / garage (non-residential). Reported at 2:30 p.m. on February 7, 2009.

## Simple battery: Domestic battery: simple

Place: Hotel / motel. Reported at 5:10 a.m. on February 7, 2009.

• 600 block N. Michigan Ave

• 00 block W. Superior St

• 600 block N. Clark St

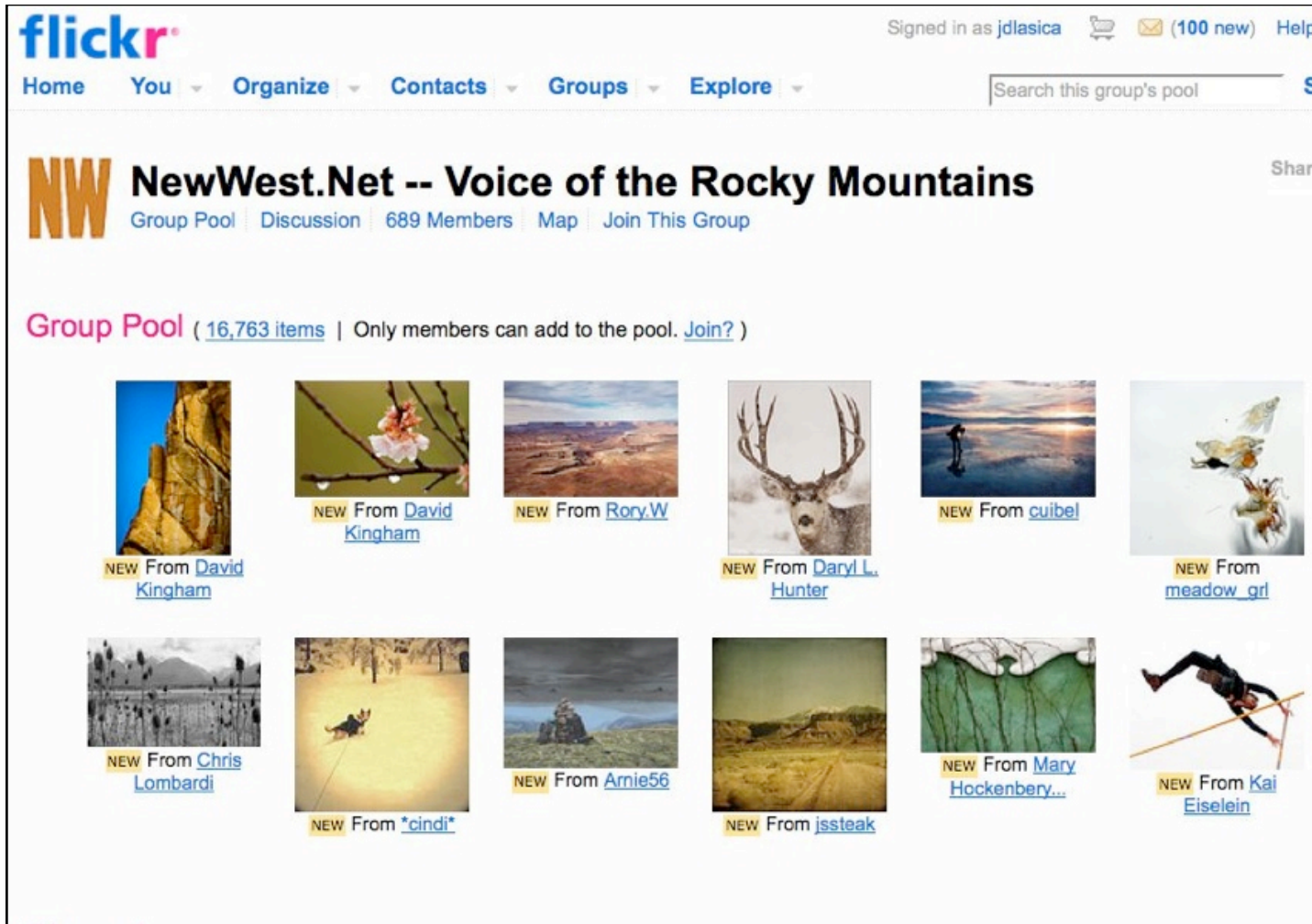
• 300 block E. Illinois St

• 500 block N. Michigan Ave

## Everyblock

- Atlanta
- Boston
- Charlotte
- Chicago
- Dallas
- Detroit
- Houston
- Los Angeles
- Miami
- New York
- Philadelphia
- San Francisco
- San Jose
- Seattle
- Washington, DC

# Community photo albums

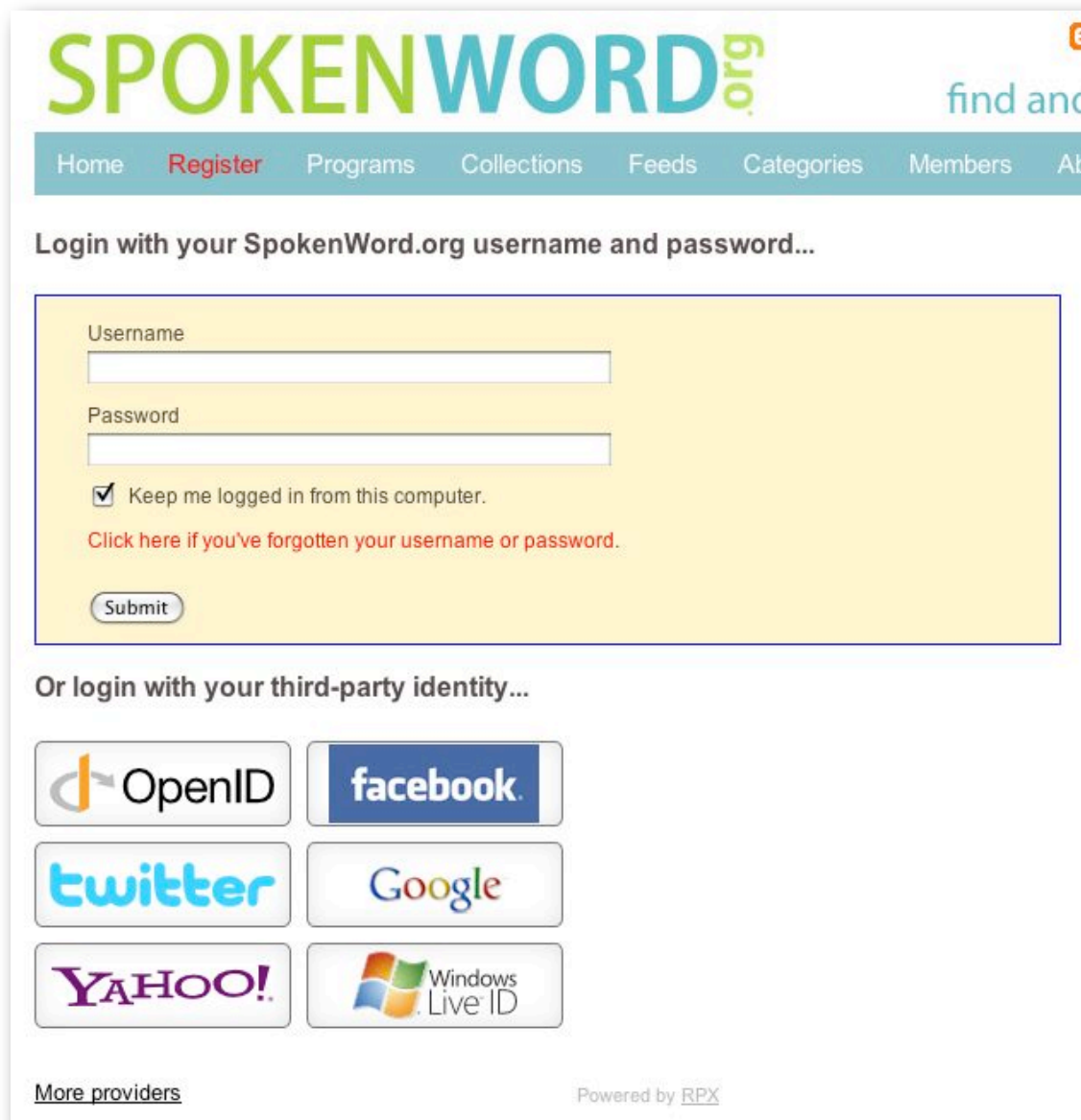


## NewWest.Net

NewWest.Net created a group pool on Flickr for readers to add photos to. People have added more than 18,000 photos.

<http://www.flickr.com/groups/newwest>

# 3. Enable conversations



The screenshot shows the login interface for SpokenWord.org. At the top, the site's logo "SPOKENWORD.org" is displayed in green and blue, with the text "find and" partially visible. Below the logo is a navigation bar with links: Home, Register (highlighted in red), Programs, Collections, Feeds, Categories, Members, and Ab. The main heading for the login section is "Login with your SpokenWord.org username and password...". Below this is a yellow box containing the login form. The form has two input fields: "Username" and "Password". Below the password field is a checkbox labeled "Keep me logged in from this computer." which is checked. Below the checkbox is a red link: "Click here if you've forgotten your username or password." At the bottom of the yellow box is a "Submit" button. Below the yellow box is the text "Or login with your third-party identity...". Below this text are six buttons for third-party login: OpenID, facebook, twitter, Google, YAHOO!, and Windows Live ID. At the bottom left is a link "More providers" and at the bottom right is the text "Powered by RPX".

**SPOKENWORD.org** find and

Home Register Programs Collections Feeds Categories Members Ab

Login with your SpokenWord.org username and password...

Username  
[input field]

Password  
[input field]

☒ Keep me logged in from this computer.

[Click here if you've forgotten your username or password.](#)

Submit

Or login with your third-party identity...

OpenID facebook

twitter Google

YAHOO! Windows Live ID

[More providers](#) Powered by [RPX](#)

Avert registration fatigue & BugMeNot syndrome by giving commenters more ways to sign into your site.



# Social news services

---



**Digg:** 35 million monthly unique visitors; 80 million outbound links per month; home page story on Digg will send 20,000 to 200,000+ clicks



**Facebook Connect:** Each story shared on Facebook is seen on avg. by 40+ friends. Use it to authenticate comments.



**Google Friend Connect:** Just beginning, with same potential for large network effect.



DIGG



FACEBOOK



STUMBLEUPON



TWITTER



REDDIT



EMAIL



PRINT

# Even the Twitter illiterate can benefit

**Newsweek**

**Daniel Lyons**

## Don't Tweet On Me

Twitter shows that stupid stuff sells.

Published Sep 17, 2009

*From the magazine issue dated Sep 28, 2009*

Share: [f Facebook](#) [Digg \(4\)](#) [t Tweet](#) [in LinkedIn](#) [b Buzz up! \(15\)](#) [RSS](#) [StumbleUpon](#) [Reddit](#) [Delicious](#) [Evernote](#)

Tools: [28 Post Your Comment](#) [Print](#) [Email](#)



The comedian Dane Cook apparently believes he is building his brand by pumping out a steady stream of comments on Twitter, the microblogging site that lets you broadcast 140-character messages to anyone who chooses to become your "follower." Cook's followers receive a regular series of bons mots: "Just got my hair cut. When finished she asked me, 'Do u want any product in your hair?' I said sure—how about dairy?" Or this: "The future is wide open. What a slut." Not laughing yet? How about: "I hollowed out the pages of a bible today & hid a smaller bible inside."

# Oh, the irony

---





# The power of widgets



## World news widget

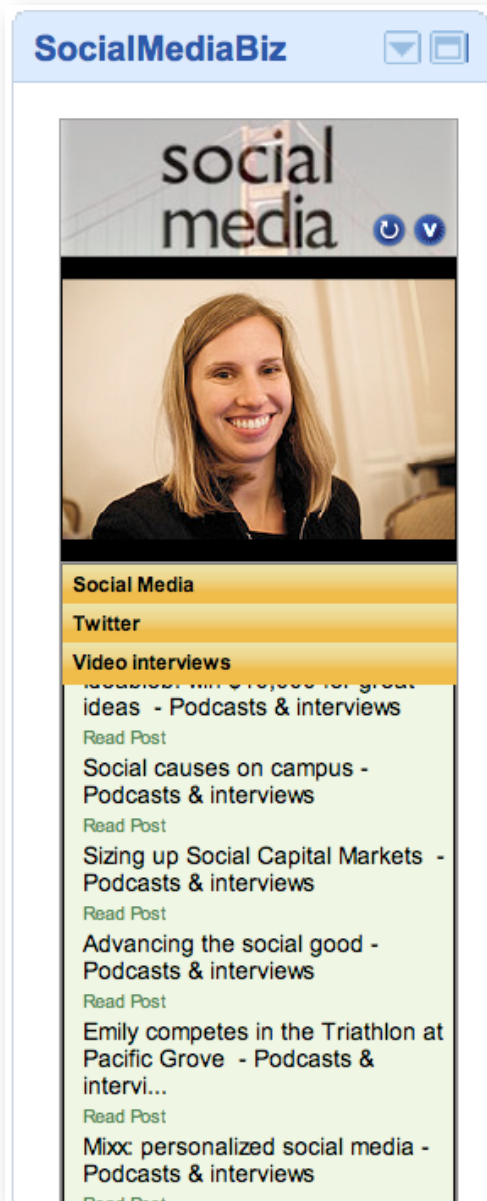
Widgets are prettified RSS feeds. It's easy & free to turn your existing feeds into widgets.

Create widgets for your business, opinion, politics, sports sections. Two benefits:

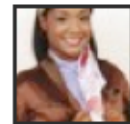
- slick packaging of content
- enlist users to distribute content

Services: **Widgetbox**, **Nervibes**, **Yahoo Widgets**.

# Take the pulse of the community



## Real-time conversations



[@bmorestyle](#).. they changed his sentence i think he got 5 yrs probation now instead of the community service thing..sumthn like dat..

[ladykellz502](#) - 18:1



Do not forget consciousness and Social Responsibility, political and civilly requested...Twitters we are here and everywhere!!

[maruAsGust](#) - 18:0



This guy says not many nonprofit mergers are happening.The merger wave that never broke | Crain's

Chicago Business -

<http://chicago.com/SaHs>

## Real-time conversations

Turn Twitter conversations into widgets. Tap into the conversations that are already taking place in your community: Widgets let you post discussions tailored to specific topics or geographic locations.

**Monitter** widget on **Socialbrite.org**

## 4. Tap into the sharing economy

---



Creative Commons  
photo on Flickr by  
Jason Means

**Don't do all the heavy lifting!**  
(Yes, this requires a new mindset)



# Creative Commons

**flickr** You aren't signed in Sign in Help

Home The Tour Sign Up Explore

**Creative Commons**

Many Flickr users have chosen to offer their work under a Creative Commons license, and you can browse or search through content under each type of license.

Here are some recently added bits and pieces:

**BY Attribution License**

From [BatGame68](#) From [BatGame68](#) From [BatGame68](#) From [rejon](#) From [ruthlecart](#)

» 11,869,002 photos ([See more](#))

**BY = Attribution-NoDerivs License**

From [solafa](#) From [species snob](#) From [solafa](#) From [Mr. T in DC](#) From [lv4tunes](#)

» 4,093,053 photos ([See more](#))

**BY \$ = Attribution-NonCommercial-NoDerivs License**

From [kopp0041](#) From [pears2m](#) From [pears2m](#) From [Jesse Reader](#) From [miss\\_villanello](#)

**CC creative commons**

"Creative Commons is a non-profit that offers an alternative to full copyright."  
[creativecommons.org](http://creativecommons.org)

**Briefly...**

**Attribution means:**  
You let others copy, distribute, display, and perform your copyrighted work - and derivative works based upon it - but only if they give you credit.

**Noncommercial means:**  
You let others copy, distribute, display, and perform your work - and derivative works based upon it - but for noncommercial purposes only.

**No Derivative Works means:**  
You let others copy, distribute, display, and perform only verbatim copies of your work, not derivative works based upon it.

**Share Alike means:**  
You allow others to distribute derivative works only under a license identical to the license that governs your work.

[Add a Creative Commons license to your photostream](#)

- Rich source of **free** commercial material.
- Flickr: 15 million Attribution licenses
- Flickr: 10 million Attribution ShakeAlike licenses

[creativecommons.org](http://creativecommons.org)

[flickr.com/creativecommons](http://flickr.com/creativecommons)

# Leverage the ecosystem of free

---

## Free content!

- Free photos
- Free videos (TED Talks, etc.)
- Free music & audio

## Free platforms!

- WordPress & its plug-ins
- Drupal
- Joomla & other open source platforms
- Kaltura

## Free resources!

- Socialbrite.org/sharing-center
- Creativecommons.org
- Meetup.com

## Free expertise!

- BarCamp
- PodCamp
- WordCamp
- Social Media Club



# 5. Use the Twitter ecosystem

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

View contacts by country for specific Twitter contacts by clicking one of the country links below:  
*More country views will be added as the database grows.*

[Australia](#) | [Canada](#) | [France](#) | [India](#) | [Malta](#) | [Mexico](#) | [Russia](#) | [South Africa](#) | [Thailand](#) | [United Kingdom](#) | [United States](#)

### MediaOntwitter

First Name	Last Name	Twitter ID	Follow Me	Title/Beat	Media Outlet	Country
Stowe	Boyd	@stoweboyd	<a href="http://www.twitter.com">www.twitter.com</a>	Writer	/Message	United States
Michael	Hart	@PressJunkie	<a href="http://www.twitter.com">www.twitter.com</a>	On air host	101.1 The Source WYDE	United States
Ruth	66	@Ruthie66	<a href="http://www.twitter.com">www.twitter.com</a>	Radio Personality	101KGB.com	United States
Jay	Bedford	@JayBedford	<a href="http://www.twitter.com">www.twitter.com</a>	Music Director / Entertainment Editor	1035 The Eagle / CKCH FM	United States
148Apps		@148Apps	<a href="http://www.twitter.com">www.twitter.com</a>	iPhone Apps	148Apps	United States
Jeff	Scott	@Jeff148Apps	<a href="http://www.twitter.com">www.twitter.com</a>	Publisher - iPhone Apps	148Apps	United States
Hip Hop U-C-IT		@hiphopucit	<a href="http://www.twitter.com">www.twitter.com</a>	1HIPHOPUCIT.com	1HIPHOPUCIT.com	United States
Donna	Bragg	@4029newslady	<a href="http://www.twitter.com">www.twitter.com</a>	News Anchor	40/29 News	United States
Leesa	Joiner	@4alloutdoors	<a href="http://www.twitter.com">www.twitter.com</a>	website publisher	4alloutdoors.org	United States
Lauri	Struve	@LauriStruve	<a href="http://www.twitter.com">www.twitter.com</a>	morning anchor/reporter	600 WMT	United States
Dan	Moulthrop	@danmoulthrop	<a href="http://www.twitter.com">www.twitter.com</a>	Host, Sound of Ideas	90.3 FM WCPN	United States
Chris	Curtis	@webbusiness	<a href="http://www.twitter.com">www.twitter.com</a>	Web Business/Technology Host	900AM WURD and webbusinessownership.com	United States
Jay	Jones	@TheJayJones	<a href="http://www.twitter.com">www.twitter.com</a>	sports talk radio show host	95.3 The Score, OneClickSportsNews.com	United States
		@SmokeInDaEye	<a href="http://www.twitter.com">www.twitter.com</a>	Editor	A BBQ Nation	United States
Shannon	Nelson	@agirlsgottaspa	<a href="http://www.twitter.com">www.twitter.com</a>	Editor	A Girl's Gotta Spa!	United States



# Journalists who Twitter

<http://muckrack.com/>

On Twitter: Journalists Designers Coders Tech Celebs Humor Beauty Musicians VCs Sports Beer Science Pets Twittorati Travel College

# Muck Rack

JOURNALISTS ON TWITTER  
ESTABLISHED IN 2009

About  
Add a Journalist  
Follow @MuckRack  
Follow Muckrack

TWEETS	LINKS	BEATS	SOURCES	PICTURES	PRESS RELEASES
--------	-------	-------	---------	----------	----------------

**BEATS**  
World  
U.S.  
Politics  
Business  
Technology  
Sports  
Arts  
More beats...

**SOURCES**  
 ABC News  
 Associated Press  
 Ars Technica  
 BBC  
 Business Insider  
 BusinessWeek  
 CBS News  
 Chicago Tribune  
 CNET  
 CNN  
 Discovery Channel  
 Fast Company  
 Forbes  
 Fortune

**Discover what's happening right now in the world of journalism**  
  
**ejacqui** A very polite southern man on the plane informed me that if I get the latest update, I can send pictures and video from my iPhone.  
*2 minutes ago by Jacqui Cheng, Associate Editor, Ars Technica*  
  
**mkrigsman** Linking culture and collaboration is the fundamental essence of successful projects. (@Daptiv)  
*2 minutes ago by Michael Krigsman, Blogger, ZDNet*  
  
**jonwardeleven** another thought-provoker by Roger Cohen on Iran <http://bit.ly/86dPz>  
*2 minutes ago by Jon Ward, White House Reporter, Washington Times*  
  
**OctaviaNasrCNN** Just read heartbreaking transcript of Larry King's '03 intv w/Samantha Geimer, Roman Polanski's rape victim. Replay tonite 8p ET on @CNN  
*2 minutes ago by Octavia Nasr, Senior Editor for Mideast Affairs, CNN*  
  
**RebeccaSkloot** Serious. They = all over WV. 1 jumped onto hood of my car RT @kieraevebutler You = most likely 2 hit deer in W.Va <http://tinyurl.com/y972v95>  
*3 minutes ago by Rebecca Skloot, Freelance Journalist*  
  
**loritodd** Adicus just hurdled over the ottoman while wrestling with the other dogs. I wish I had that on video to share.  
*3 minutes ago by Lori Todd, Visual Journalist, Miami Herald*

# Journalists who get it

---



**James Janega**

▶ **Following** - Device updates OFF

Name James Janega

Location Chicago

Web <http://digg.com/u...>

Bio Chicago Tribune reporter seeking Chicago's truth. And decent sandwiches.

2,375 3,349  
following followers

**@jamesjanega**  
General assignment  
reporter,  
Chicago Tribune



**Kim Painter**

Follow

Name Kim Painter

Web <http://www.usatod...>

Bio I'm not a doctor, but I spend lots of time talking to doctors and other health experts. I write a Monday health column for USA Today.

**@kimpainter**  
Health columnist,  
USA Today



**dsarno**

▶ **Following** - Device updates OFF

Name David Sarno

Location los angeles

Web <http://latimes.co...>

Bio l.a. times internet write

225 1,991  
following followers

**@dsarno**  
Business reporter,  
LA Times

# And journalists who don't





# Tweeting done right: JD's 75-25 Rule



omarg

> Following

RT @austin360: Due to popular demand, El Channel, new show by Latino Comedy Project will be held over for a 3rd week: <http://bit.ly/11317Z>

about 2 hours ago from Tweetie

Never thrilled when NPR All Tech comments turn into "Pimp my company, too!" I guess it's to be expected when we mention products/services.

about 3 hours ago from web

@MisoHungry I worked at Whataburger in high school. Remind me to tell you sometime about the "Omieburger."

about 3 hours ago from web in reply to MisoHungry

'He' Wears Short-Shorts: <http://bit.ly/uXz8X>

about 4 hours ago from web

Missing Social Media Breakfast at the Statesman because morning is my Kryptonite. Hope everyone's having fun!

#SMBAustin

about 6 hours ago from Tweetie

3 conversational tweets  
for every 'broadcast' tweet



**Omar Gallaga**

Austin American Statesman



# How journalists can use Twitter

- 🌀 To report breaking news (KPBS on San Diego wildfires; Red River flooding in North Dakota)
- 🌀 Like Ev said: Curate!
- 🌀 To solicit interview questions (NPR's David Greene: Twitter users' questions were better my own)
- 🌀 To identify experts outside of your Rolodex – especially women and people of color
- 🌀 To connect with real people (Chicago Tribune holds tweetups at a neighborhood pub)
- 🌀 To bounce ideas & questions off the wisdom of the crowd
- 🌀 And, yes, to tweet out stories you've written



# Make Twitter work for you



- 🌀 Train your staff on how to use Twitter
- 🌀 Not a broadcasting medium to distribute headlines
- 🌀 *Unlearn* the conventions of journalism
- 🌀 Start by listening & observing, but then:
- 🌀 Be human, be conversational, not detached
- 🌀 nytimes.com: Twitter drives 10% of its traffic
- 🌀 #1 traffic driver: retweets

---

*“Twitter is just amazing. It's the perfect tool for journalists.”*

— Arturo Duran, CEO/Publisher, ImpreMedia Digital (El Diario, La Opinion, et al.)

# Twitter accounts page



**the statesman**  
texas social media awards

[@Click for more information](#)

### MAIN ACCOUNTS



**@statesman**  
Local news, weather and entertainment brought to you by Internet Editor Robert Quigley and our Web staff. Not just a feed.



**@bevobeat**  
Longhorns news by Sports Editor John Bridges and the sports staff. [Read Bevo Tweets online](#)



**@austin360**  
Local entertainment news and A-List events brought to you by Austin360.com editor Gary Dinges and the 360 staff. Not just a feed.



**@AustinWeather**  
Local weather. You can DM this account with your own weather reports (your DM'd posts are automatically retweeted).



**@austtraffic**  
Central Texas traffic updates. You can DM this account with your own tips (your tips will be automatically retweeted).



**@aastop**  
The headlines from statesman.com's front page fed into this account through an RSS feed.



**@virtualcapitol**  
News from the Texas Legislature.

### LIFE & ARTS



**@omarg**  
Our tech culture reporter who has a strong presence on Twitter.



**@broylesa**  
Addie Broyles, our food writer, mixes personal Tweets with beat-related material.

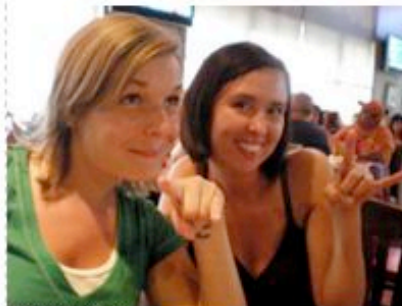


**@outandabout**  
Michael Barnes' society Twitter.

### FEATURED READER TWEET

I should list myself on wefollow.com as #ninja #astronaut #awesome. What?! You don't know me! I could totally be a rad ninja astronaut!  
— @karen\_eden

### FEATURED READER PHOTO



@Funwithyourfood

This gallery is made up entirely of your pics submitted to the @statesman account. To get your picture included, @reply or DM @statesman with a link to your Twitpic, radar.net SnapTweet, etc. links.



\* @Statesman was chosen as a Top 50 Twitter account to follow in a nationwide survey.

## Austin American Statesman

<http://www.statesman.com/news/content/standing/twitter.html>

# Identify & engage influencers

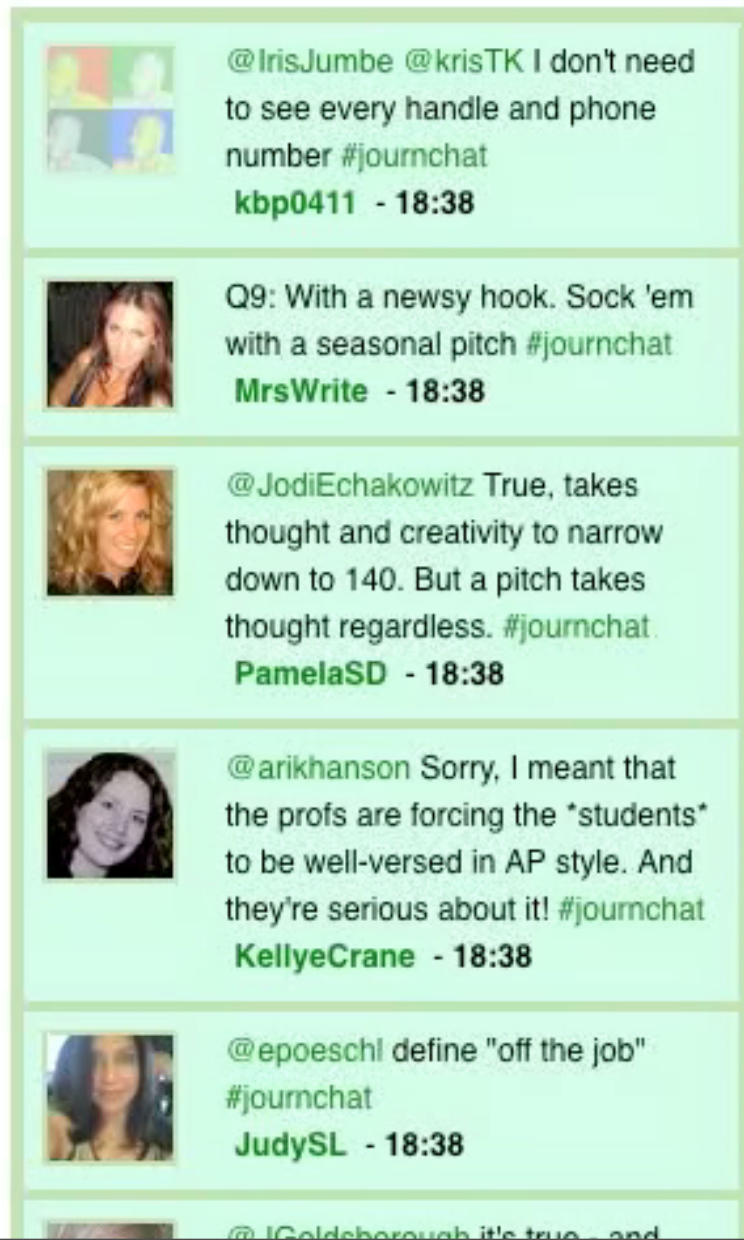
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- 🌀 Scope out Twitterers with large # followers. How do their interests intersect with your site's?
- 🌀 Learn about how people in your community use social media
- 🌀 Connect with social media influencers through [search.twitter.com](https://search.twitter.com), TwitterLocal, NearbyTweets, etc.
- 🌀 Ask people around you (neighbors, students, young people in your newsroom) how they use social media



# Use hash tags to join conversations








- Find relevant hashtags through [hashtags.org](http://hashtags.org) or Twitter Search
- Join (but don't spam) conversation threads
- Start your own hashtag
- Some hashtags to latch on to:  
#health #sports #latino  
#education #democracy #politics  
#Obama #news #media  
#journalism #journchat

At left, widget found at:  
<http://journchat.info>

# Essential Twitter tools

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-  Dashboard apps: Tweetdeck, Seesmic Desktop or Hootsuite (Web-based)
-  Real-time Web search: Twitter Search, Tweetmeme, TwitScoop, OneRiot, Scoopler, SearchMerge
-  Mobile apps: Tweetie, Twitterific, Twitterfon, Twittelator, Tweetstack
-  Metrics: Bit.ly, TweetStats, Twitterholic, Twinfluence, TwitterGrader, Twittorati, Twitalyzer
-  Report from the field: Twitcam lets you tweet while live-streaming & enables live chat with users

# Pay attention to Google Wave

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<http://wave.google.com/>



- 🌀 Promising online collaboration tool for journalists – collaborate with each other (share a virtual notebook ) or with audience members.
- 🌀 Users can leave comments on particular paragraphs or sections of stories
- 🌀 Brings other applications into the picture, letting you insert other media assets (voice recordings, text messages) into a story

# Future will look less like this ...


Silicon Valley

**MercuryNews.com**

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☒ Site ☐ Web Search by **YAHOO!**  **Sa**

Updated: October 02, 2009

### Niles Canyon fire near Fremont could take all day to fully contain

A 15-acre vegetation fire burning near Fremont could take all day to fully contain, even though officials had hoped to have it contained this morning.

### 2nd typhoon headed for Philippines

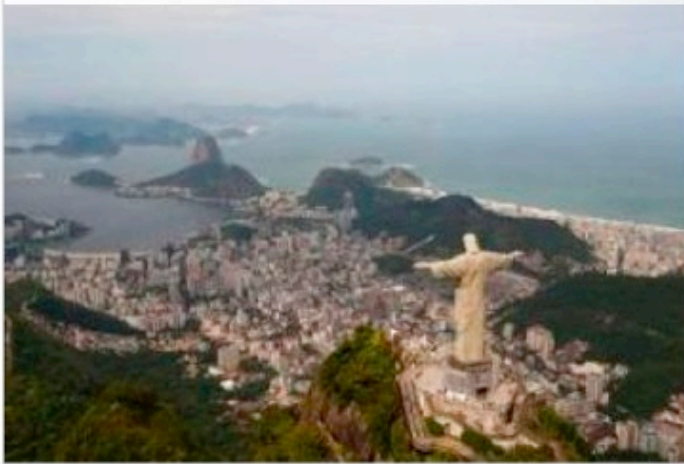


Tens of thousands fled as Filipinos braced Friday to again be whipped by powerful winds and rain.

- Bay Area relief for this week's disasters

› **Judge sentences man to month in jail for keying car of Silicon Valley millionaire**

› **Local Indians, Pakistanis to participate in joint celebration in Milpitas**



### Rio de Janeiro chosen to host 2016 Olympics

Finally, South America gets an Olympics. The 2016 Games are going to Rio de Janeiro.



# And more like this ...

<http://utoi.soitu.es/todos.html>

The screenshot displays the utoi.soitu.es website. At the top, there's a navigation bar with the site logo, a search bar, and a list of trending topics: 'Tengo una corazonada', 'Un brote verde', and 'Cojones'. To the right is a 'widget sorteos' section with the text '¡llévate a tu web'. Below the navigation bar, the main content area is divided into several sections. On the left, there's a sidebar with the 'utoi' logo, a login section titled 'Y tú, ¿cómo lo ves?' with fields for 'Usuario' and 'Contraseña', and a 'buscar' (search) section. The main content area features a 'lo que sigo' (what I follow) section with tabs for 'lo que sigo', 'en privado', 'todo todo' (selected), and 'mis mensajes'. Below this is a message composition area with a character count of 280 and a 'Publicar' button. The main feed shows a post by 'Diego Bayón' from 8 minutes ago, titled 'Esta noche en el Auditori, el cineasta coreano Park Chan-wook nos ha sorprendido con "Thirst", donde un cura se convierte en vampiro y se deja seducir por una niñata mucho menos inocente de lo que parece en un principio. Una de vampiros sin colmillos, con humor'. Below the text is a photo of a woman and a man. To the right of the main feed is a 'temas destacados' (highlighted topics) section with several article teasers, including 'Madrid 2016 no pudo ser', 'Tendencias online, en San Francisco', 'Entrando en boxes', '10 viudas más fuertes que ETA', and 'Hartos del coche'.

or this ...

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

The screenshot displays the homepage of **periodismociudadano.com**. The header features the site's name and a navigation menu with links: INICIO, ARCHIVOS, TAGS, RECURSOS, VÍDEOS, ENTREVISTAS, PROYECTO, QUIÉNES SOMOS, COLABORA, CONTACTO, and RSS. Below the header, a secondary navigation bar shows the date "OCT 2009 | VIE 02".

The main content area is dominated by a large article titled "Nace Québec89, la nueva apuesta de Rue89 en Canadá" by Paula Gonzalo. The article text begins: "La agencia francesa de noticias independientes Rue89, continua su expansión con el nacimiento de Québec89 este mes de octubre. Pierre Haski, redactor jefe y fundador de Rue89, declaraba en entrevista con journalism.co.uk, que el nuevo sitio, con sede en Quebec, surge de la asociación entre Branchez-vous.com y Rue89, recientemente preseleccionada para los Premios Online News Association's general excellence. En su lanzamiento, Québec89 empleará un equipo de tres personas para producir contenido local y el resto del contenido será suministrado por Rue89. Este nuevo sitio en Canadá, se distinguirá por un enfoque más local que Rue89 y se concentrará en tres áreas: política, medios de comunicación y sociedad. La experiencia de Rue89 hasta el momento ha sido exitosa y este nuevo sitio es una demostración de ello. Su financiación se basa en la".

To the right of the main article, there is a "VÍDEOS PC" section featuring a video player with a play button and a thumbnail of Dan Gillmor. Below this is a "BÚSQUEDA" (Search) bar and a "TAGS" section. Further down, there are sections for "ÚLTIMAS NOTICIAS" (Latest News) and "ÚLTIMOS COMENTARIOS" (Latest Comments).

The sidebar on the right contains a "las ENTREVISTAS de PC" section, a "BÚSQUEDA" bar, and a "TAGS" section. The "ÚLTIMAS NOTICIAS" section lists several articles, including "Nace Québec89, la nueva apuesta de Rue89 en Canadá" and "10 aplicaciones imprescindibles para la BlackBerry de un periodista ciudadano". The "ÚLTIMOS COMENTARIOS" section lists comments from users like "mmiralo" and "anadono".

# Thank you!

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jd@socialmedia.biz  
twitter: @jdlasica

<http://delicious.com/socialmediacamp/ona09>

<http://slideshare.net/jdlasica>