

## Social Media Tools for Journalists

### Twitter

Monitter – <http://monitter.com> – monitoring social media tweets, including location

Topsy – <http://topsy.com> – Twitter search engine

HiveMind - <http://grou.pe/> - find power users on Twitter

FollowerWonk - <http://followerwonk.com/> - find people on Twitter

Muck Rack - <http://muckrack.com/> - journalists on Twitter

MediaOnTwitter - <http://www.mediaontwitter.com/> - database of media on Twitter

HootSuite – <http://hootsuite.com/> - Twitter client (web, mobile)

Seesmic - <http://seesmic.com/> - Twitter client (web, mobile, desktop)

Tweetdeck – <http://www.tweetdeck.com/> - Twitter, Facebook, LinkedIn, MySpace client

Tweetscan - <http://tweetscan.com/index.php> - Real time Twitter search

### General Tools

Bit.ly - <http://bit.ly/> - trackable URL shortener

Skype - <http://www.skype.com/> - IM, Voice over IP, videoconferencing

Google Wave – <http://wave.google.com/> - Communication and collaboration

Google Buzz - <http://buzz.google.com/> - social media conversations

Google Trends – <http://www.google.com/trends> - top google searches in a time period

Google Alerts – <http://www.google.com/alerts> - daily emails of stories on chosen topics

Google Reader – <http://www.google.com/reader> - aggregated feed reader on the web

Delicious - <http://delicious.com/> - social bookmarking – share and recommend

Digg - <http://digg.com/> - user generated news

Meetup - <http://www.meetup.com/> - schedule meetings and events

## Blogs

Journalism 2.0 - <http://www.journalism20.com/blog/> - Mark Briggs blog

Mashable - <http://mashable.com/> - all things technology

Social News Watch - <http://socialnewswatch.com/>

Screenwerk - <http://gesterling.wordpress.com/>

Cyberjournalist wiki - <http://wiki.cyberjournalist.net/>

Socialmedia.biz – <http://socialmedia.biz>

## Great posts on social media and journalism

The Journalist's Guide to Facebook - <http://mashable.com/2009/08/03/facebook-journalism/>

The Journalist's Guide to Twitter - <http://mashable.com/2009/05/14/twitter-journalism/>

LinkedIn, Anyone - <http://www.poynter.org/column.asp?id=32&aid=102953>

BBC tells news staff to embrace social media - <http://www.guardian.co.uk/media/pda/2010/feb/10/bbc-news-social-media>

8 must-have traits of tomorrow's journalist - <http://mashable.com/2009/12/09/future-journalist/>

Burson Marsteller post on Twitter and journalism - <http://www.burson-marsteller.eu/forum.php?hmID=9&smID=44&id=73>

How journalists can leverage social media - <http://www.socialmediaexplorer.com/2009/02/26/how-journalists-can-leverage-social-media/>

Social journalism: Using social networks to build community (presentation) - <http://www.socialmedia.biz/2009/09/18/social-journalism-using-social-networks-to-build-community/>

## Books

Qualman, Erik. (2009). Socialnomics: how social media transforms the way we live and do business. Wiley

Li, Charlene and Bernoff, Josh. (2008). Groundswell: Winning in a World Transformed by Social Technologies. Harvard Business School Press

Locke, Christopher; Levine, Rick; Searls, Doc; Weinberger, David. (2001). The Cluetrain Manifesto: The End of Business as Usual