Social Media for News Organizations
Agenda

- What is social media?
- Why is it important?
- How news organizations can use social media
  - News gathering
  - News distribution
  - Customer service
- Surprise!
What is social media?

http://socialbrite.org/glossary

“Social Media:
Any online technology or practice that lets us share (content opinions, insights, experiences, media) and have a conversation about the ideas we care about.”
What is social media?
The Challenge

Volume of Recommendation
Social networks – a show of hands
4 Places to explore

- Twitter
- Facebook
- LinkedIn
- Blogs
~75M users in 2009, up from ~5M in 2008
- Primarily a marketing/sharing vehicle
- Very noisy
- Plethora of 3rd party tools
- “Open” network
- Difficult to measure
Information creation & circulation, before Twitter

Notes:
- Online publishing usually faster than other media, in part due to automatic wire republication on websites.
- Press exposition comes late due to printing, and cannot be updated before the following edition.
- "Viewer exposition" volume guessed based on a typical day at work: Internet, then radio when commuting, then TV at home.
- Witnesses can immediately publish their story & pictures on Twitter
- Reporters, news agencies, news desks feed on Twitter to find new stories
- It may increase the time-to-air time between the event and its actual airing by the media
~400M users
100M use mobile Facebook
Facebook drives 3x traffic to broadcast than Google News
Primarily a sharing tool with an application platform
“Closed” network
Metrics tools built-in
 55M members
 Primarily a business networking tool
 Find sources for specific markets, technologies, trends
 Research sources
Blogs

- About 200M blogs
- 120k new blogs launched daily
- 1.5M (17 per second) blog posts every day
- Blogs are produced on every topic
New metrics

- Old metrics: eyeballs, page views, “stickiness”
- New metrics: engagement, participation, interaction, comments, ratings
Social media for news organizations: News Gathering

- Conversations are happening with or without you
- Topics:
  - Things top of mind for your organization
  - Things top of mind for your users
  - Things about your organization
- Identify and engage influencers
- Find sources using social media
Social media for news organizations: News Distribution

- Twitter breaks news:
  - muckrack.com
  - Recent stories broken on Twitter (prior to major news outlets):
    - Turkish Airline crash 2/25/09
    - US Airways crash 1/15/09
    - Earthquake in Indonesia, 9/2/09
  - Caution! Don’t take everything at face value
    - Justin Bieber death rumor, Colorado balloon hoax
Social media for news organizations: Customer Service

- Are you monitoring your brand on Twitter? Facebook? Blogs?
  - See what people are saying about your brand, identify problems, fix them!
- GetSatisfaction
- Bonus: Answers to questions are there for others to use!
Media’s reflex response

IF YOU ENCOUNTER A MOUNTAIN LION:

FACE LION. BACK AWAY SLOWLY.

BE LARGE. SHOUT.

IF ATTACKED, FIGHT BACK.

KEEP CHILDREN CLOSE.
PICK UP CHILDREN WITHOUT BENDING.

Photo credit - Ekai on Flickr / Inspiration: Joshua-Michele Ross
Social media: rules of the road

- **LOOP:**
  - Listening
  - Openness
  - Ongoing Inquiry
  - Participation

- Above all, transparency and authenticity
- Ethics – social media is no different than traditional journalism
THE SOCIAL MEDIA TOOLKIT

Pen

Your wall

Tags

Tag cloud

Your name & “tagline”

Just a quick note to say hello and thanks for the class!

Eli Wendkos

“Helping media connect with social media”
YOUR TASK:

Meet 5 people
Write 3 tags for each.
We will wrap in 15 minutes.
Examples of social media sites

Social Networking
- Facebook
- MySpace
- LinkedIn

Social Bookmarking
- Delicious
- Reddit
- Digg

Social Photos
- Flickr
- Shutterfly

Social Video
- YouTube
- Viddler

Blogs
- Wordpress
- Blogger
Thank you!

Eli Wendkos

Facebook: http://www.facebook.com/ewendkos
LinkedIn: http://www.linkedin.com/in/ewendkos
MySpace: ewendkos
Twitter: @ewendkos
email: ewendkos@gmail.com