

Social Media 101: How to Thrive in a Digital Age

(And still be yourself)

Overview

- This is your public face.
 - Journalism is a human profession. We talk to people. Those people should see us as more than just a bunch of headlines.
- Using social media as a reporting notebook.
- How do you know when it's too far?
- What can I use Instagram for?
- Snapchat, Facebook Live, Instagram Live. What's the best live tool?

The Basics.

- Engaging on social media means more than just tweeting the headline.
 - Elevate what's interesting.
- Should you have separate accounts for personal and work? Probably not.
 - Some newsrooms have strict social media policies, so use your news judgement.
 - Your professional account should still reflect that a human operates it.
- What does that look like?
 - David Fahrenthold
 - Maggie Haberman
 - Wesley Lowery

Twitter as Reporting Notebook

- Twitter can be used as a quick way to take notes.
 - Helps you stay out in front of the conversation.
- Press release that you're not sure you'll write a story on? Tweet it.
 - Use a format that's easily searchable.
- Thread your tweets to help people follow along.



adam harris ✓
@AdamHSays

Tweets **54.4K** Following **1,402** Followers **13K**

- Worldwide trends** · Change
- #12octFiestaNacional
84K Tweets
 - #FelizJueves
24.2K Tweets
 - UNESCO
30.2K Tweets
 - #nadaquecelebrar
38K Tweets
 - #ThursdayThoughts
42.8K Tweets
 - Albacete
33.1K Tweets
 - #felizdiadascrianças
6,051 Tweets
 - Nossa Senhora Aparecida
28.4K Tweets
 - Día de la Resistencia Indígena
15.6K Tweets
 - Les Etats-Unis
3,893 Tweets

What's happening?

See 13 new Tweets

kelly cohen ✓ @politiCOHEN_ · 2m

JUST IN: DOJ says 5 jurisdictions have one "last chance" to show compliance w/ federal immigration law - or they lose federal grants

JUSTICE DEPARTMENT PROVIDES LAST CHANCE FOR CITIES TO SHOW 1373 COMPLIANCE

WASHINGTON - The Justice Department today responded to seven jurisdictions following a preliminary assessment of the jurisdictions' compliance with 8 U.S.C. 1373. These jurisdictions were identified in a May 2016 report by the Department of Justice's Inspector General as having lawfully violated 8 U.S.C. 1373.

Following jurisdictions have preliminarily been found to have laws, policies, or practices that violate 8 U.S.C. 1373:

- Clark County, Illinois;
- Chicago, Illinois;
- New Orleans, Louisiana;
- New York, New York; and
- Philadelphia, Pennsylvania.

The department found no evidence that the following jurisdictions are currently out of compliance with 8 U.S.C. 1373:

- Milwaukee County, Wisconsin; and
- The State of Connecticut.

The department also previously sent letters to the following jurisdictions notifying them that their statements found no evidence that they are currently out of compliance with 8 U.S.C. 1373:

- Clark County, Nevada; and
- Miami-Dade County, Florida.

have possible violations of 8 U.S.C. at the interpretation and applicati

‘sanctuary policies’ also adopt th
t than the protection of law-abiding
ns. “I commend the Milwaukee Cou
ent to complying with Section 1373
eliminary review to reconsider thei
jurisdictions to not only comply w
s to properly process criminal alie

Jessica Bakeman ✓ @jessicabakeman · 1m

Palm Beach schools legal defense: 9yo girls abused by teacher "conducted themselves in careless & negligent manner"

School Board outraged by claim that third graders ...

At least two Palm Beach County School Board members say they were alarmed after learning that the district's defense in a sex abuse lawsuit included saying children

sun-sentinel.com

Who to follow · Refresh · View all

- Ashley Feinberg** ✓ @ashleyf Follow
- Dave Weigel** ✓ @daveweige Follow
- Lydia Polgreen** ✓ @lpolgree Follow

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Threading.

Marquita Brown
@ByMarquitaBrown Follows you

Tweets **29K** Following **854** Followers **1,734** Likes **7,793** Lists **16**

Following

Marquita Brown @ByMarquitaBrown · Oct 10
I know our nation and our world are full of trouble. I'm about to complain about something that doesn't even... fb.me/20EF8SbfZ

Marquita Brown @ByMarquitaBrown · Oct 10
Need to boost your social media skills? Get tips from a pro, @AdamHSays, during our webinar Thursday. Register now: bit.ly/2fYFAWx

Social Media 101 Oct. 12 • 1 p.m. EDT

How Reporters Can **Thrive** in the Digital Age

f t YouTube RSS p

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The Chronicle of Higher Education

Marquita Brown • @ByMarquitaBrown
Education Writers Association (moderator)

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#ewasocial

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Top Latest People Photos

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- Trymaine Lee @trymainelee Follow

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- UNESCO 45.8K Tweets
- #FelizJueves 25.6K Tweets
- #12octFiestaNacional 87.7K Tweets
- #ThursdayThoughts @IBWellsSociety is Tweeting about this

adam harris @AdamHSays

Good morning from Daytona Beach. @BetsyDeVosED speaks at B-CU's commencement @ noon. My curtain raiser:



A Black College Campus Prepares for Betsy DeVos
Tensions have been high at Bethune-Cookman University as commencement day nears. The education secretary, part of an administration that keeps fumbling its m...
chronicle.com

6:23 AM - 10 May 2017

102 Retweets 152 Likes

8 102 152

How far is too far?

- You might write things in a reporting notebook not meant for the world.
 - Use your news judgment.
- Display personality without veering off the deep-end.
- Find YOUR comfort level.

But what about everything else?

- Facebook, Instagram, Snapchat.
- Think creatively.
 - Reveal did an investigative series entirely on Instagram.
 - Posted 3 times a day for seven days.
- Live feature is useful for livestreaming events.
 - Interaction with a different audience.

Questions?