# **Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# **Social Media and Journalism**

## What are social media?

* Merriam-Webster, … “Electronic communications … through which users create \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to share information,\_\_\_\_\_\_\_\_\_\_\_\_\_, personal \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and other content”
* Journalists can capitalize on these functions by using social media to \_\_\_\_\_\_\_\_\_\_ online communities and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ users to go deeper into content by clicking links to their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Five Uses in Journalism

Journalists use social media to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ information

* Many see social media as a way to\_\_\_\_\_\_\_\_\_\_\_\_\_ a discussion and go \_\_\_\_\_\_\_\_\_\_\_
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_ — Tell people about new information in a given moment
  + \_\_\_\_\_\_\_\_\_\_ —  Find a source for a story or look for story tips from others
* You can also use social media to\_\_\_\_\_\_\_\_ an audience and establish relationships
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ — Check if your information is correct
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ — Get opinions and angle ideas
  + \_\_\_\_\_\_\_\_\_\_\_\_\_ — Drive reader traffic to published content on a website

## Choosing a Platform

* **What does your *audience* use*?***
* **What do we want to *do*?**
* Facebook is best for starting \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and getting \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
  + Designed for interaction and discussion
  + Users can submit and react to content in real-time
  + Easy to solicit responses
* Twitter is best for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ news and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
  + Difficult to have an ongoing conversation
  + An excellent way to get information out to an audience
* Instagram, Vine and Tumblr are great ways to get readers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and create an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
  + Submit their own content
* Pinterest is good for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ articles or other online content in \_\_\_\_\_\_\_\_\_\_\_ lists.
  + ­Archives for … sports teams, graduating classes, videos, photo galleries, interviews with the principal, all stories related to a BIG topic (e.g. a new building), daily announcements … whatever you think readers might want!

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| **An effective post ...** | **An ineffective post ...** |
|  |  |