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

**Notes: Writing for Social Media**

***Review:*** *Answer the following questions to review the notes we took. You’re welcome to use them.*

1. List the five ways journalists use social media. You might want to use your notes.

\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_

2. Twitter is primarily used for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ news, while Facebook is most often used for starting \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and getting reader \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Selecting a Tool**

* Twitter is best for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Facebook is best for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Pinterest is best for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ information
* All three are suitable for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* These different purposes inform HOW you will write posts on each medium; for example, you probably don’t want to use Twitter for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ because it is inefficient for consolidating all of the responses to your question. Facebook, on the other hand, compiles the responses for you below your original post.
* There are certainly other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of social media: Tumblr, Flickr, YouTube, Pinterest, blog platforms (WordPress, Blogger, LiveJournal, Xanga), Google+, StumbleUpon, LinkedIn, etc.

**Your Task:** Each post you write should adhere to the following standards:

· ***Mechanics:*** *Written in present tense with active verbs and specific nouns*

·  ***Story:*** *Summarizes the most important information in a catchy way*

· ***Ethics:*** *Is accurate, balanced, tasteful and legal*

· ***Clarity****: It makes sense, draws the reader to the story, fits the platform chosen*

· ***Word Choice:*** *Avoids unfamiliar and unnecessary words*

**Example #1:**

*You are an on-deadline reporter for your independent college news website. At 8:00 a.m. this morning, Sunflower Towers, a dorm of 1,000 students, was evacuated, due to an outbreak of a contagious disease. Officials will not give any specific details, and there is no timeline for when students might be able to return to their rooms. A nurse at the health clinic has confirmed that there are several students under quarantine in the clinic. By chance, one of your friends, Angela Moore, tells you that she is a roommate of one of the quarantined students, Susie Smith, and they happen to live in the evacuated dorm. Your editor asks you to write breaking news posts for Twitter and Facebook, to inform the student body and to gather information as a way to quench rumors until the university makes a statement.*

**Step 1: Determine the most important information.**

*1.* *A dorm was evacuated at 8 a.m. today, displacing 1,000 students.*

*2.* *There has been an outbreak of a contagious disease.*

*3.* *Officials are silent on when students will be able to return.*

*4.* *A health clinic official has confirmed several students are under quarantine.*

**Step 2: Write it in a sentence.**

*Students were pulled from their beds at 8 a.m. today when officials closed Sunflower Towers because of a disease outbreak. Several students remain under quarantine.*

**Step 3: Write a headline.**

*Sunflower Towers shuttered due to unspecified disease; students quarantined*

**Step 4: Write a Twitter post, focusing on getting the information out to readers.**

*1,000 students displaced this morning after Sunflower Towers closed due to unknown disease; several students quarantined in health clinic.* (138 characters … 140 is the limit!)

**Step 5: Write a Facebook post to generate *positive* discussion about the event, ending with an invitation for readers to respond and communicate with one another and the publication. Facebook posts can be more informal, and purposefully try to get readers to interact with content, generally ending with a question.**

*Were you pulled from your bed in Sunflower Towers this morning? University officials haven’t made a statement yet, but a health clinic official has confirmed that several students are under quarantine there. You might want to get checked out if you’re not feeling well. Please contact our reporting staff, either via email or by commenting below, if you can give us information or to tell us about your experience.*

**Example #2:**

*The school board has just released the finalized school calendar for next year, and significant changes have been made to the schedule. The school day will be extended by 90 minutes, but classes will only be four days each week. This will allow the district to save money on busing and utilities, though it will mean athletes will have to provide their own transportation to Friday practice, parents will have to arrange for supervision for younger children and bus drivers will receive a pay cut.*

**Step 1: Determine the most important information.**

**Step 2: Write it in a sentence.**

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**Step 3: Write a headline.**

**Step 4: Write a Twitter post, focusing on getting the information out to readers; remember that spaces and punctuation count as characters! There are 140 spaces below.**

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**Step 5: Write a Facebook post to generate *positive* discussion about the event, ending with an invitation for readers to respond and communicate with one another and the publication. Facebook posts can be more informal, and purposefully try to get readers to interact with content, generally ending with a question.**

**Step 6: Describe three possible topics for Pinterest boards that this story could fall into.**