**USING SOCIAL MEDIA TO CULTIVATE COVERAGE**

**REFLECTION & EVALUATION**

1. Please explain how you would develop story ideas for your intended audience after this lesson on using social media to cultivate coverage ideas. How do you evaluate the validity of your idea?
2. Before the slideshow, did you consider social media as tool for cultivating story ideas? Please explain.
3. Think about a past story from yourself or your staff. Compare the story to the postings of your audience. How did the visual and verbal voice of the story connect with that of your audience? Did your story angle and format give them something more beyond what they were sharing in their own postings? Please explain.
4. What media literacy knowledge do you need to analyze and evaluate others’ postings on social media?
5. From the group discussion about story ideas from social media feeds, what follow-up discussion should occur concerning law, ethics, research to ensure story credibility?
6. How can reviewing postings and timelines from your audience help you gain a better understanding of your readers?
7. Explain what challenges can arise from using social media to generate story ideas.
8. How can you incorporate a plan for postings throughout your reporting and publishing process to help engage your audience with your story?