

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!

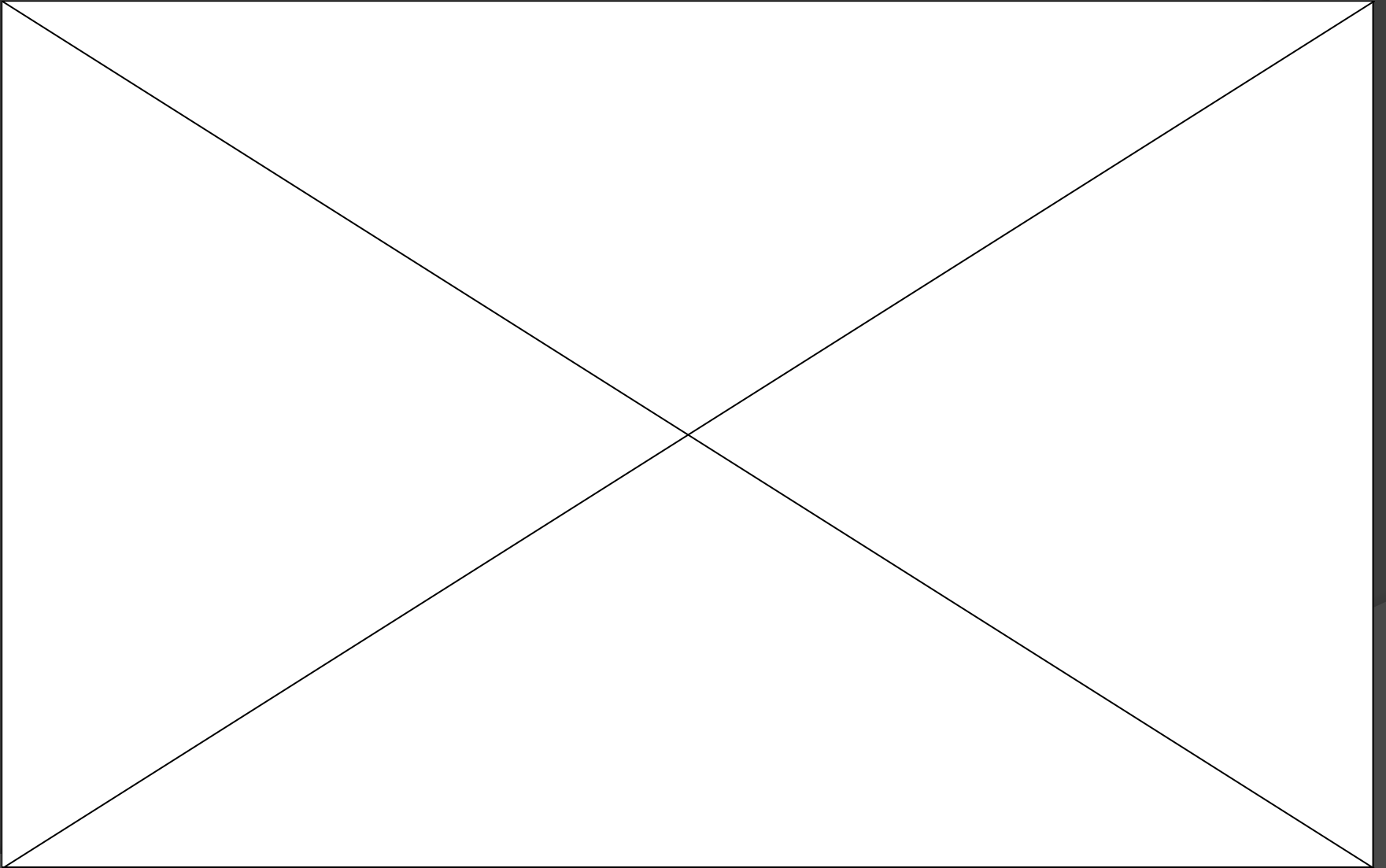
What is social media?

<http://socialbrite.org/glossary>

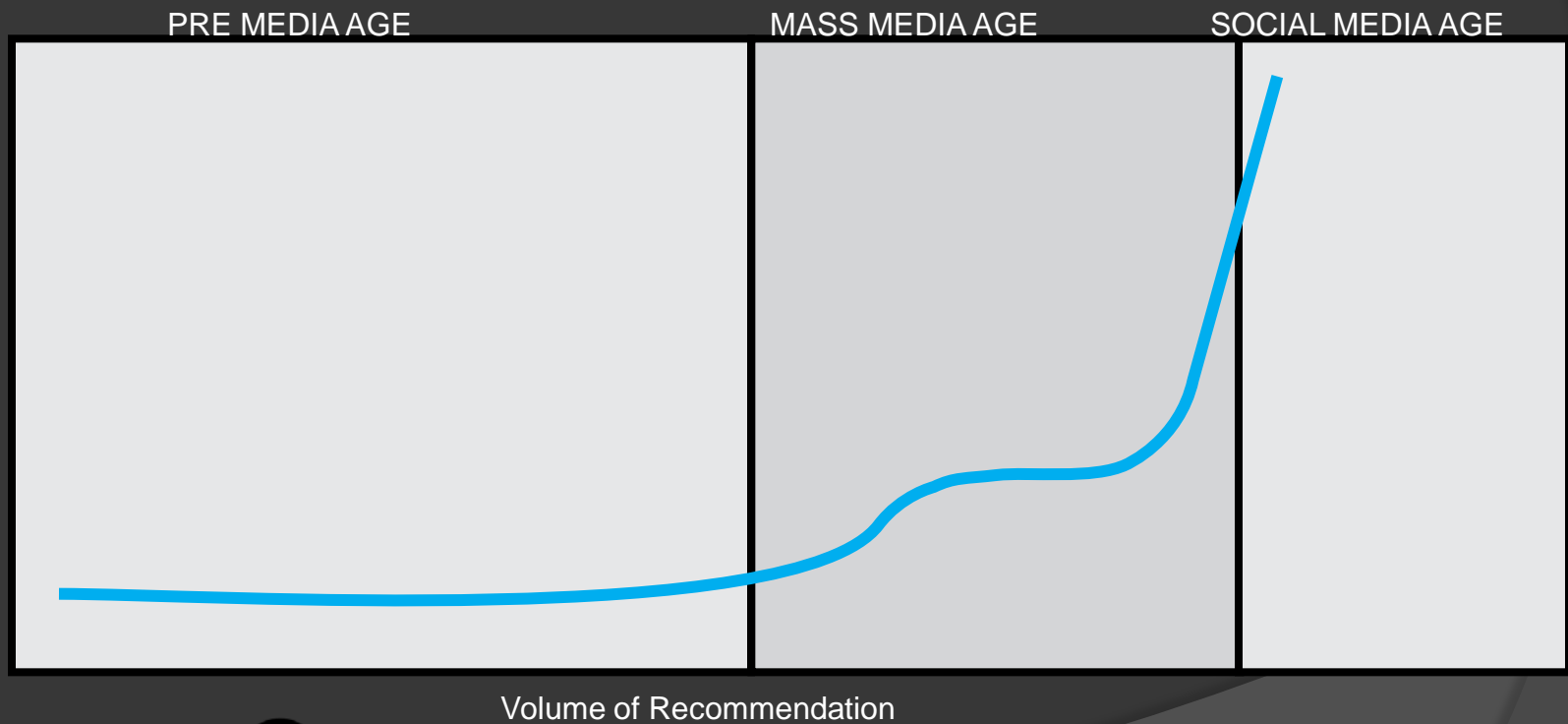
“Social Media:

Any online technology or practice that lets us share (content opinions, insights, experiences, media) and have a conversation about the ideas we care about.”

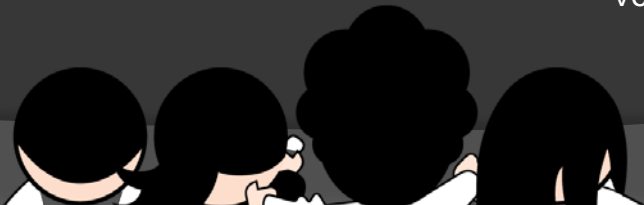
What is social media?



The Challenge



Volume of Recommendation



Social networks – a show of hands

WIKIPEDIA

digg™

facebook®

twitter

LinkedIn®

 delicious
social bookmarking

 myspace.com
a place for friends..

YAHOO!® GROUPS

You Tube

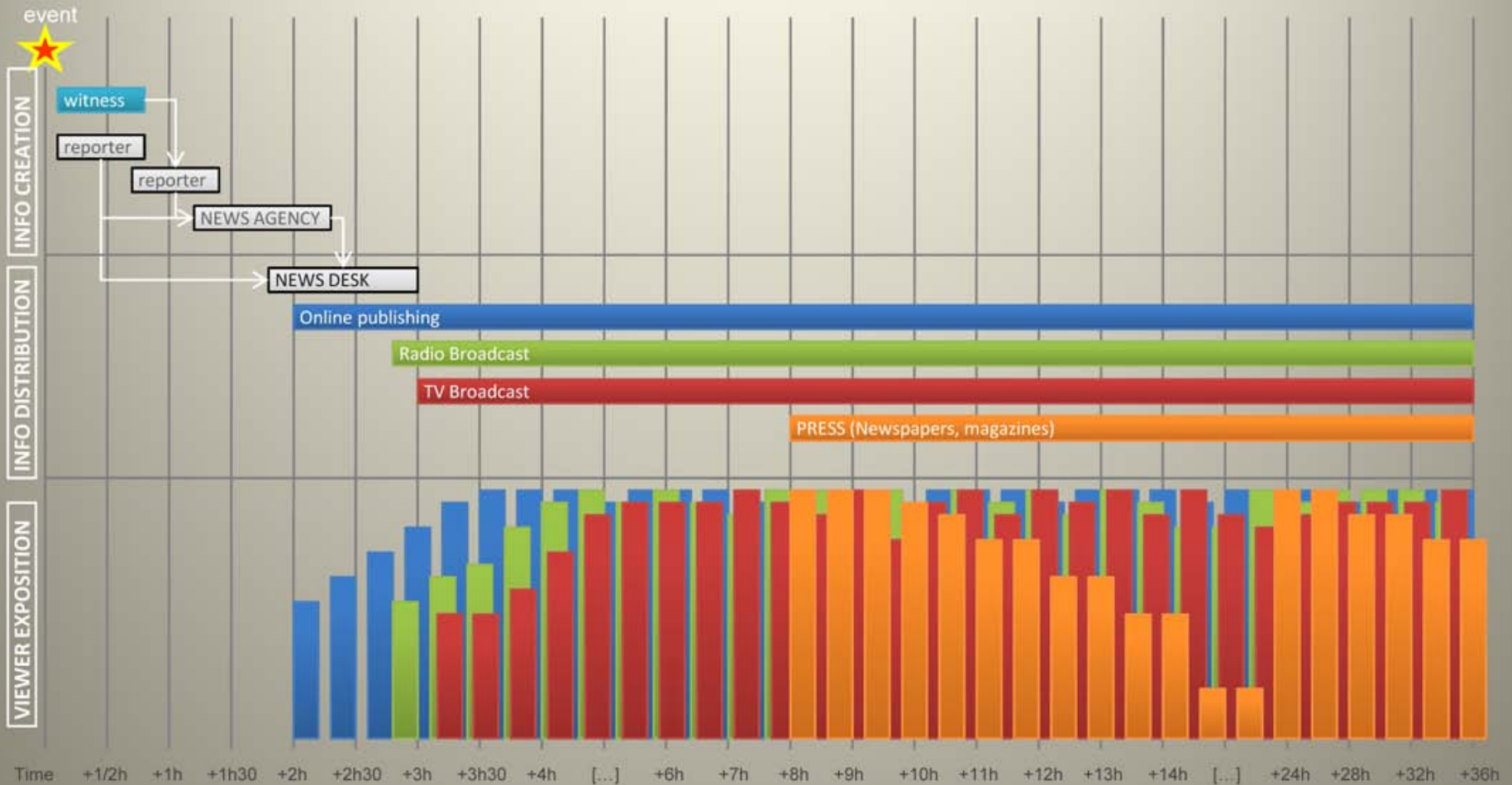
4 Places to explore

- 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

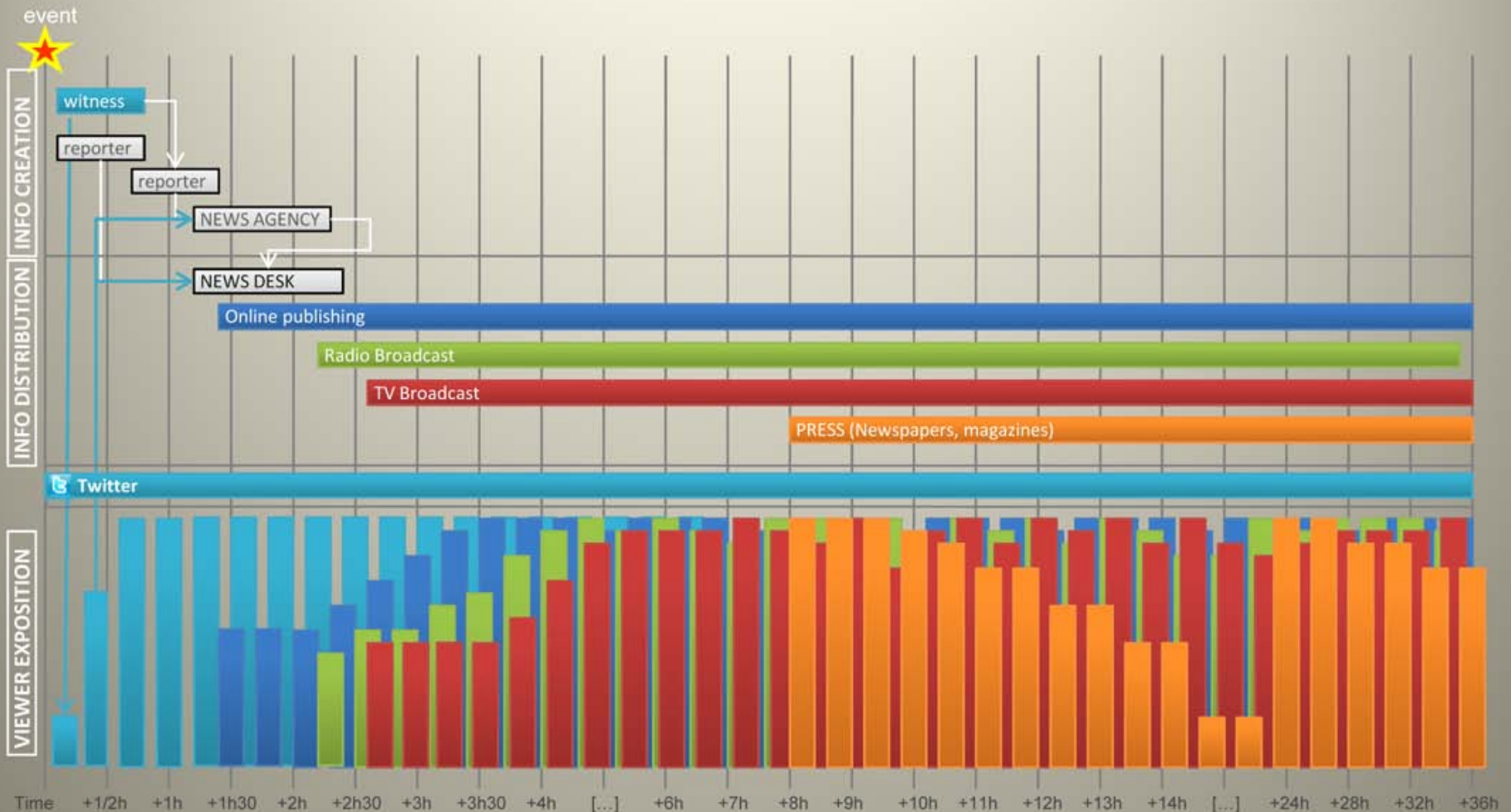


Notes :

- Online publishing usually faster than other media, in part due to automatic wire republication on websites.
- Press exposition comes late due to printing, and can not 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.



Information creation & circulation, after Twitter



Notes :

- 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

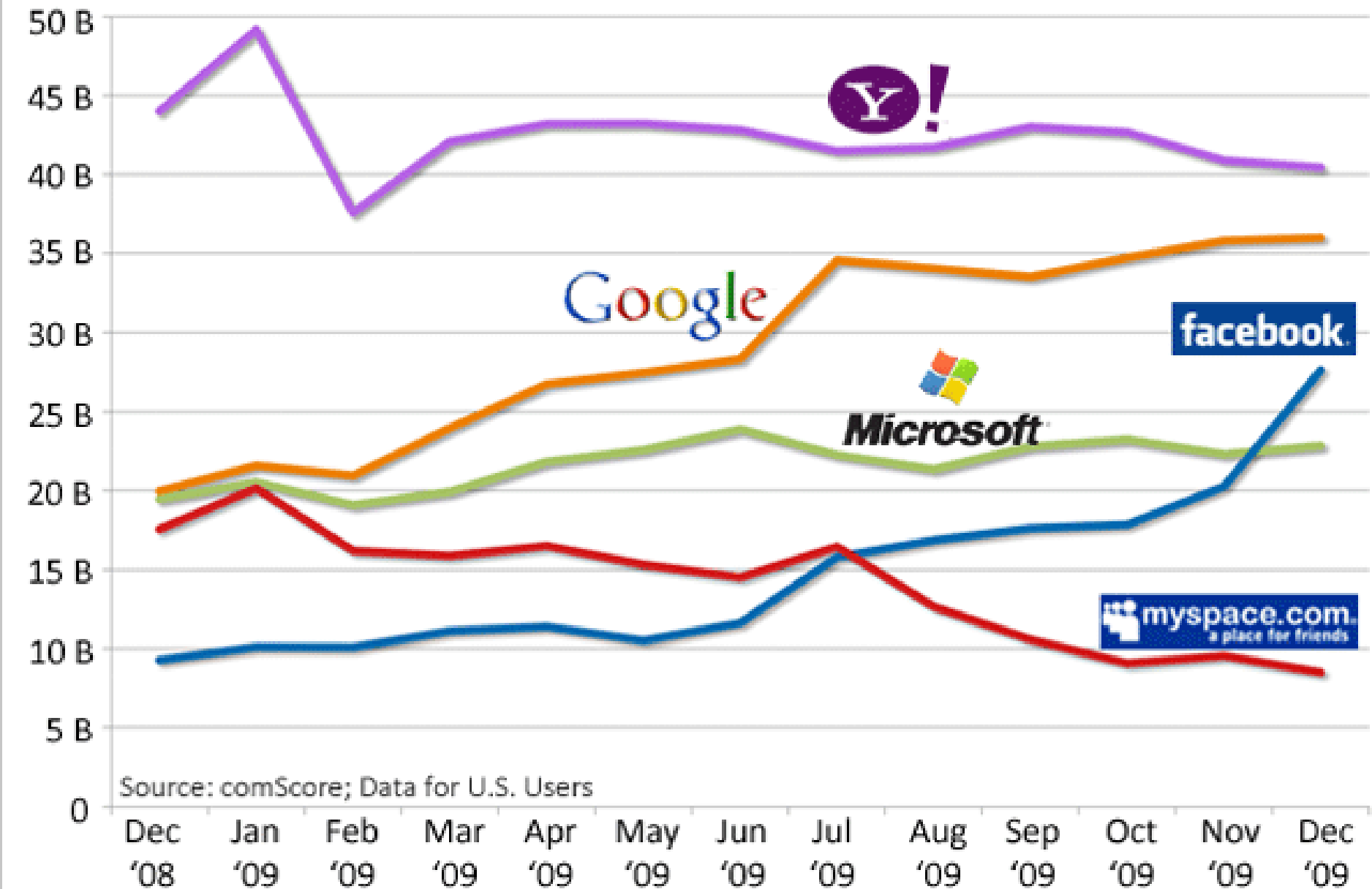




- ~400M users
- 100M use mobile Facebook
- Facebook drives 3x traffic to broadcast than Google News
- Primarily a sharing tool with an application platform
- “Closed” network
- Metrics tools built-in

Billions
of Minutes

Total Minutes Spent On Leading Websites Per Month



Source: comScore; Data for U.S. Users



- ◎ 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

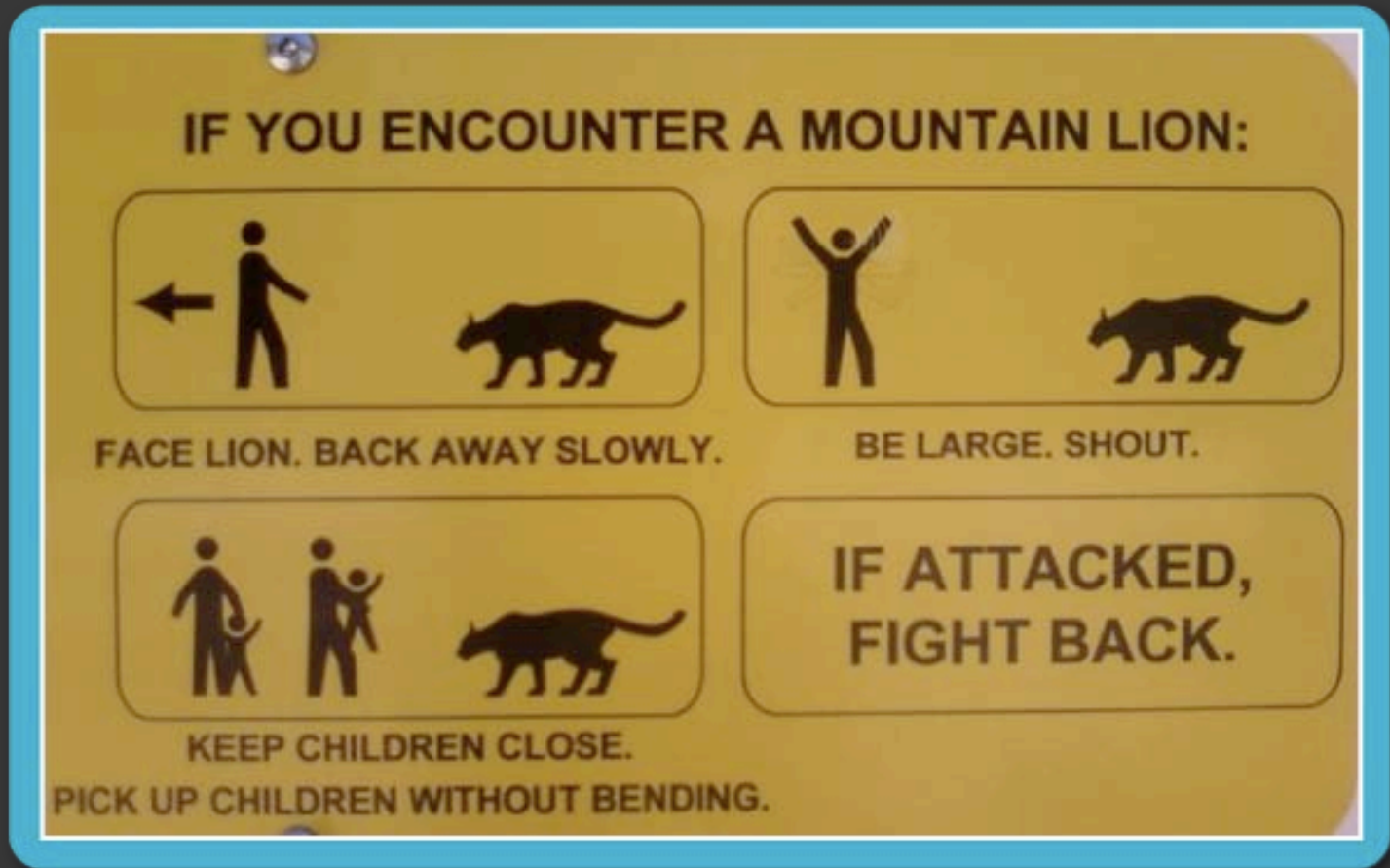


Photo credit - Ekai on Flickr / Inspiration: Joshua-Michele Ross



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

Relax



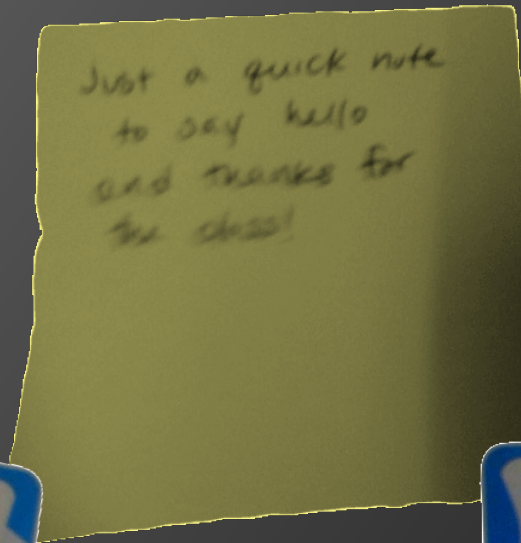
Image credit: HewGriff, flickr.com

THE SOCIAL MEDIA TOOLKIT

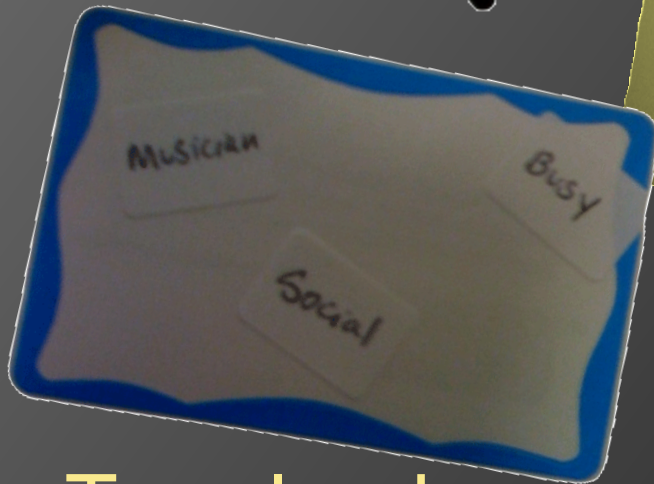


Pen

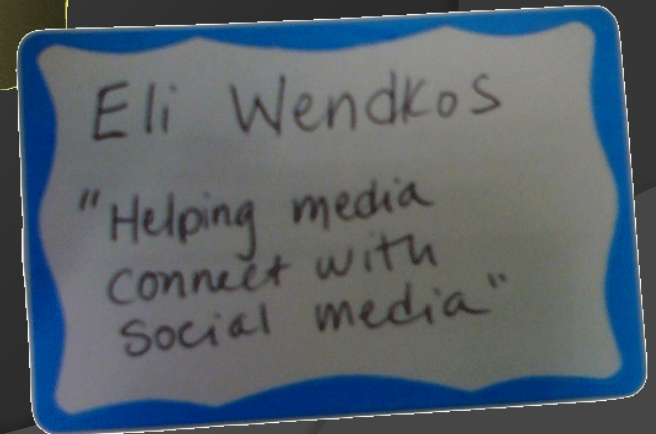
Your wall



Tags



Tag cloud



Your name & "tagline"

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