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.
Threading.

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...

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
How Reporters Can Thrive in the Digital Age
Oct. 12 • 1 p.m. EDT
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
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?