

# SOCIAL MEDIA AND AV COMMUNICATIONS 101

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# QUESTIONS TO ANSWER

1. What ARE social media, really?
2. How can social media be used in journalism?
3. How does social media relate to my A/V Communications pathway?
4. How can I start using social media in my program?
  1. Choosing a platform
  2. Ethics and legalities
  3. Developing policies
  4. Writing for social media

# WHAT ARE SOCIAL MEDIA?

According to Merriam-Webster, ... “Electronic communications ... through which users create communities to share information, ideas, personal messages, and other content”

Three basic functions according to Boyd and Ellison at Microsoft/Michigan State:

- Create a personal profile on a public system
- Find others who have something in common with you (interest, location, etc)
- Share connections and ideas with others

# HOW IS SOCIAL MEDIA USED IN JOURNALISM?

Journalists capitalize on these functions by using social media to cultivate online communities and invite users to go deeper into content by clicking links to their website

Savior of journalism?

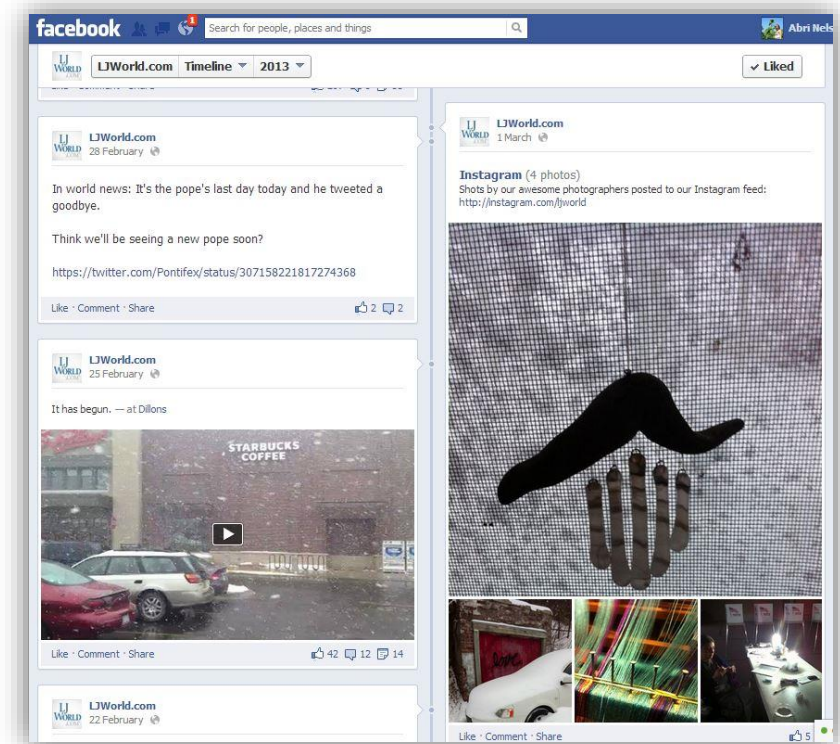
# 5 USES IN JOURNALISM

Journalists use social media to find and publish information

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Journalists use social media to find and publish information

- Many see social media as a way to begin a discussion and go deeper
  - Alerting -- Tell people about new information in a given moment
  - Searching -- Find a source for a story or look for story tips from others

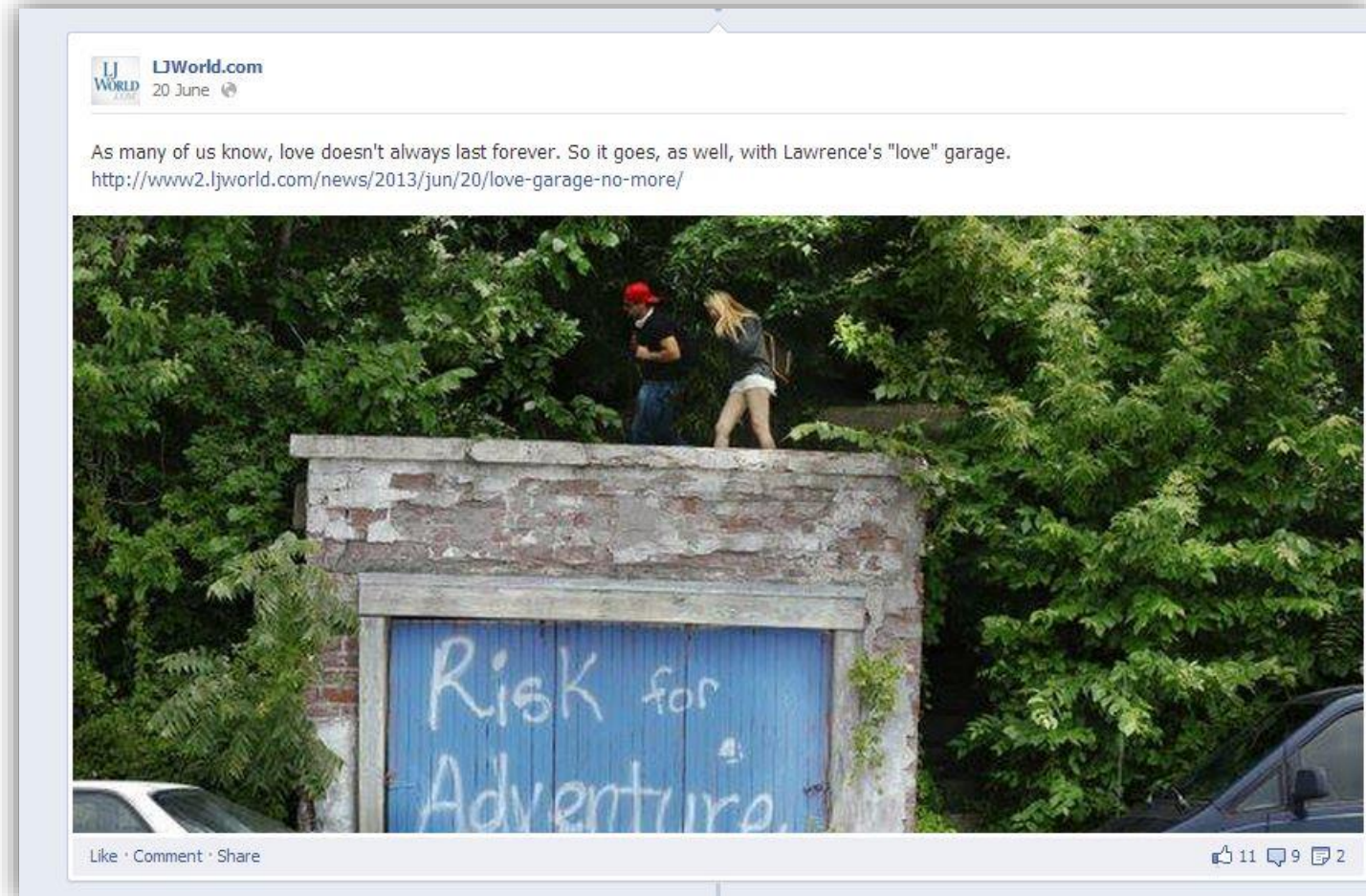




# 5 USES IN JOURNALISM

Journalists use social media to find and publish information

- You can also use social media to build an audience and establish relationships
  - Verifying -- Check if your information is correct
  - Feedback -- Get opinions and angle ideas for how to continue the story
  - Inviting – Drive reader traffic to published content on a website



# ALERTING: SNOW DAYS

1. The Lawrence Journal-World in Lawrence, Kan.
2. Winter Storm Q and Rocky, Feb/March 2013
3. Tracked storm conditions, snow plow progress, injuries
4. Uploaded user content to create photo galleries and videos and tell stories
5. Kept users in contact with one another and with authorities to improve safety

The screenshot shows a Facebook page for LJWorld.com. The top navigation bar includes the Facebook logo, a search bar, and the user's name 'Abri Nelson'. The page header shows 'LJWorld.com', 'Timeline', and '2013'. The main content area displays a timeline of posts:

- Post 1 (28 February):** Text post about Pope Benedict XVI's last day. The text reads: "In world news: It's the pope's last day today and he tweeted a goodbye. Think we'll be seeing a new pope soon?" with a link to a tweet. It has 2 likes and 2 comments.
- Post 2 (25 February):** Text post: "It has begun. — at Dillons". Below the text is a video player showing a Starbucks Coffee store during a snowstorm. It has 42 likes, 12 comments, and 14 shares.
- Post 3 (1 March):** Instagram post titled "Instagram (4 photos)" with the caption "Shots by our awesome photographers posted to our Instagram feed: http://instagram.com/ljworld". The main image shows a handprint made of snow on a window. Below it are three smaller photo thumbnails: a white car covered in snow, a colorful light display, and a person at a table.



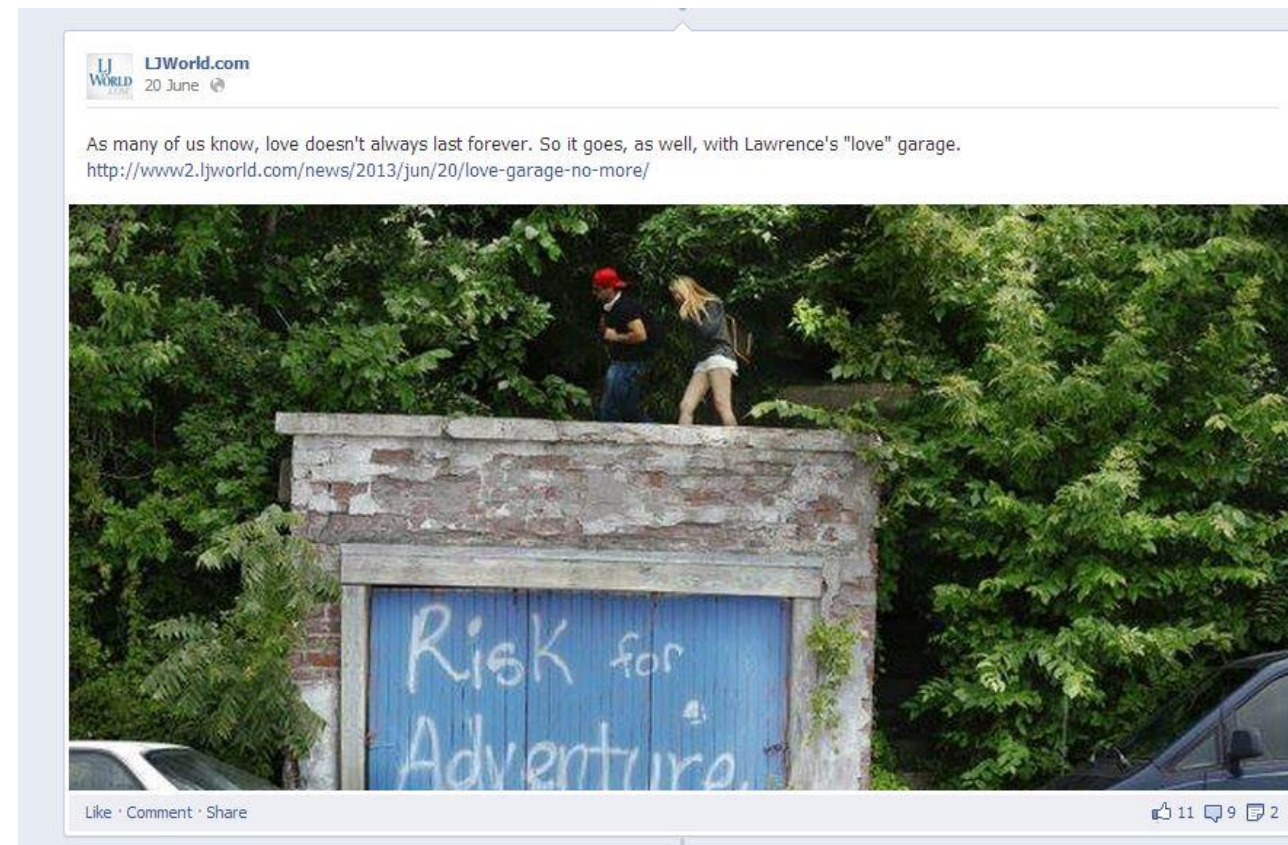
# SEARCHING AND VERIFYING: VT MASSACRE

1. USA Today
2. Virginia Tech Massacre, April 16, 2007
3. Reporters (and families) who were unable to reach students for their up-to-date status due to cell phone traffic turned to social media to verify information
4. An intern at USA Today created a Facebook group to connect with student sources and share experiences



# FEEDBACK AND INVITING: THE “LOVE” GARAGE

1. The Lawrence Journal-World in Lawrence, Kan.
2. A garage in Lawrence used to be painted with the word “Love” but was repainted over the summer of 2013
3. The LJ World solicited reader photographs taken by the “love” garage via Facebook in advance of the story to create a photo gallery, then posted a link to the story as usual from their Facebook page



# RELEVANT CTE STANDARDS

## **Essential Knowledge and Skills**

- Adapt language for audience, purpose, situation (i.e. diction/structure, style).
- Compose focused copy for a variety of written documents (i.e. documents, notes, oral presentations reports).

## **Technical Skills**

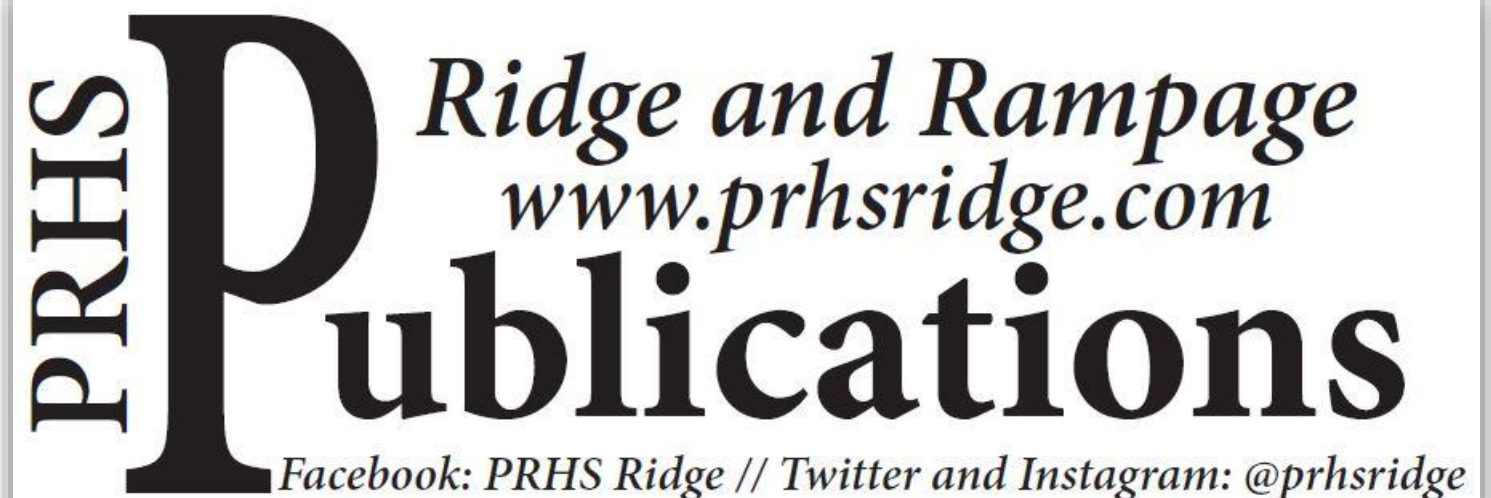
- Identify careers/entrepreneurial opportunities in media and communications (i.e. broadcasting and online communications).
- Explain the ethical responsibilities of individuals in the field of communications/journalism.

# RELEVANT CTE STANDARDS

- 1.2.1 Analyze the role of journalism in society today (including the evolution of journalism and present/future need).
- 1.2.2 Analyze the different modes of electronic communications.
- 1.2.3 Explore the influence media has on society.
- 1.2.4 Analyze writing and story forms for various media applications.
- 1.2.8 Define and use journalistic terminology in appropriate contexts.
- 1.2.10 Analyze the reliability of sources of information.
- 1.2.11 Analyze the uses of social networking sites (i.e. for promotional, reference and instructional services).
- 1.2.12 Understand the importance of identity and reputation management in social media.
- 1.2.14 Produce and use digital media in storytelling.
- 1.2.19 Demonstrate ability to write for a variety of audiences and purposes (including feature, editorial, and news).

# PRHS CURRENT REALITY

1. Twitter (@prhsridge) and Facebook (PRHS Ridge) accounts to tease stories and make yearbook announcements; starting to get into Instagram
2. “Production teams”: Leadership, **Web**, Editorial, Design, Photography, Business
3. Publish stories/post to Facebook/Twitter every Friday; hidden YouTube account
4. WordPress ePortfolios
5. Sell tweets/posts for profit





# MY OBJECTIVES: 21<sup>ST</sup> CENTURY JOURNALISM

1. Define social media.
2. Analyze the general uses of social media.
3. Explore the impacts of social media on society.
4. Analyze how social media is used by journalists.
5. Practice writing headlines, Twitter posts, and Facebook posts.
6. Understand and practice lawful and ethical uses of social media.
7. Use social media to draw readers to stories and to gather news.
8. Explore career opportunities in social media.

# UNIT OVERVIEW

Pre-Unit – Social Media Survey – What are they actually using? How are they using it?

Day 1 – Introducing Social Media Notes – Definition, Journalism Angle, Writing Headlines, PRACTICE

Day 2 – Writing for Social Media – Review Day 1, Selecting a Tool, Modeling with example

Day 3 – PRACTICE with KSPA headline writing prompts

Day 4 – PRACTICE with stories they've already written

More?? Career opportunities, social networking beyond Facebook/Twitter, more personal blogging, reputation management, how to use social media in reporting

# CHOOSING A PLATFORM

Consideration #1 – What does your audience *use*?

Consideration #2 – What do we want to do?

- *Facebook*
- *Twitter*
- *Instagram*
- *Vine*
- *Tumblr*
- *Pinterest*
- *Others????*

# CHOOSING A PLATFORM

Facebook is best for starting conversations and getting feedback.

Twitter is best for breaking news and immediacy.

# CHOOSING A PLATFORM

Instagram, Vine, and Tumblr are great ways to get readers involved and create an experience.

Pinterest is good for curating articles or other online content in topical 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!



# PINTEREST: CNN INTERNATIONAL

The image shows a screenshot of the CNN International profile on Pinterest. At the top, there is a search bar with 'cnn' entered and the Pinterest logo. The profile header includes the CNN logo, the name 'CNN International', a bio stating 'A visual snapshot of CNN International. You can also follow CNN International on Twitter: @cnni', and location information 'London, England · www.edition.cnn.com'. Below the header, statistics show '17 Boards', '419 Pins', and '1 Like', along with a 'Follow All' button. On the right, it shows '672 Followers' and '37 Following'. The main content area is a grid of 12 boards, each with a cover image and a pin count:

- CNN front pages**: 35 pins
- CNN Inspiring stories**: 84 pins
- CNN Social Stories**: 5 pins
- Behind the scenes at CNN**: 10 pins
- CNN Celebrates**: 11 pins
- CNN Leading Women**: 32 pins
- CNN 'The City'**: 11 pins
- CNN Tech**: 11 pins
- CNN Travel**: 18 pins
- CNN Interactives**: 22 pins
- CNN Infographics**: 90 pins
- CNN Eco stories**: 23 pins

THE BOTTOM LINE ...

**THINK LIKE A READER!!!**

# ESTABLISHING YOUR OWN POLICIES

## Social Media Policy

- Who posts?
- What platforms?
- How often?
- Editor approval?
- Commenting policy?
- Sell tweets/posts for profit?

Seek administrative buy-in

Seek out social media savvy students/parents/community members

Start posting and see what happens!



**Rules of Conduct**

- 1 Keep it Clean.**  
Please avoid obscene, vulgar, lewd, racist or sexually-oriented language. PLEASE TURN OFF YOUR CAPS LOCK.
- 2 Don't Threaten.**  
Threats of harming another person will not be tolerated.
- 3 Be Truthful.**  
Don't knowingly lie about anyone or anything.
- 4 Be Nice.**  
No racism, sexism or any sort of -ism that is degrading to another person.
- 5 Be Proactive.**  
Use the 'Report' link on each comment to let us know of abusive posts.
- 6 Share with Us.**  
We'd love to hear eyewitness accounts, the history behind an article.

# ETHICS AND BRANDING

Reporters need to identify themselves AS reporters

Make sure you tell people that you used social media when you finish your story

Have official publications accounts

Monitor, monitor, monitor!

Have a commenting policy

# GENERAL TIPS

Remember the 4 P's

Keep posts/responses brief

7 AM, 11 AM, 4 PM, 7 PM, and 11 PM

Be wordy with Facebook and brief with Twitter.

Write three headlines, a Twitter post, and a Facebook post for every story.



# EFFECTIVE OR INEFFECTIVE?

## An effective post ...

Fulfills at least one of the five uses, if not more than one

Invites the audience to respond

Is clear and concise

Written in present tense with active verbs and specific nouns

Summarizes the information in a catchy way

Is accurate, balanced, fair, tasteful, legal

## An ineffective post ...

Does not fit neatly into at least one of the five uses

Does not communicate a clear message

Confuses the reader about what they are being asked to do

Includes unnecessary words or words that may be unfamiliar to the majority of the audience

Fails to engage the audience in some way

# EFFECTIVE OR INEFFECTIVE?



Prhs Ridge shared a link.

Would you feel safer if teachers were allowed to carry guns in the classroom?  
Before you make your decision take a look at [redacted]'s story  
<http://prhsridge.com/features/2013/10/04/armed-teachers/>

Reporter was tagged in the post

<p>Would you feel safer if teachers had access to guns?</p> <p>Based on 10 responses</p>	<h3>Armed Teachers</h3> <p>prhsridge.com</p> <p>Recently the question asked across the United States is, "Should teachers have access to a firearm in the classroom to protect students and</p>
--	---

Like · Comment · Share

2 people like this.

[redacted] [redacted] Yes, I think it's a good idea for at least some teachers, principals, other faculty, etc, to carry guns in school.

[redacted] · Like



Write a comment...



The Ridge Online  
Pleasant Ridge HS  
Easton, Kan.

# EFFECTIVE OR INEFFECTIVE?

Candidates were tagged in the post



The Ridge Online  
Pleasant Ridge HS  
Easton, Kan.

# EFFECTIVE OR INEFFECTIVE?

The Ridge Online  
Pleasant Ridge HS  
Easton, Kan.



**Prhs Ridge**

20 July

Hey Rams! Hope you're having a great summer. Don't forget that the 2012-2013 Rampage Yearbook will be distributed NEXT FRIDAY, July 26, at enrollment at PRMS from 7 AM - 7 PM. Send [REDACTED] an email, [REDACTED], or comment below with any questions and we'll get back to you.

Like · Comment · Share

1 3

[REDACTED] likes this.

[REDACTED] I am not going to be at enrollment, so how can i get my 2012-2013 yearbook?

20 July at 19:24 · Like



**Prhs Ridge** Great question! You can also pick up your yearbook from Ms. [REDACTED] in her room on Friday, August 9, from 9-3 or after school on August 14, 15, or 16 until 4:00.

21 July at 09:03 · Like

[REDACTED] Ok thank you very much!

22 July at 09:49 · Like · 1

Write a comment...



# WRITING FOR SOCIAL MEDIA

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

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

**Step 3: Write a headline**

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

**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.**

# QUESTIONS?

