

Today's timeline

- In the news - 10 minutes
- Real-Time Report - 75 minutes
- Break - 10 minutes
- Digital Footprint - 30 minutes
- Kate leads discussion - last 10 minutes

Real Time Reporting & Social Media

Associate Professor of Professional Practice

Robert Hernandez

email: r.hernandez@usc.edu

twitter: @webjournalist

213.280.5187c | 323.761.9054

Office: 310H

Social media check-in

Who's on what?

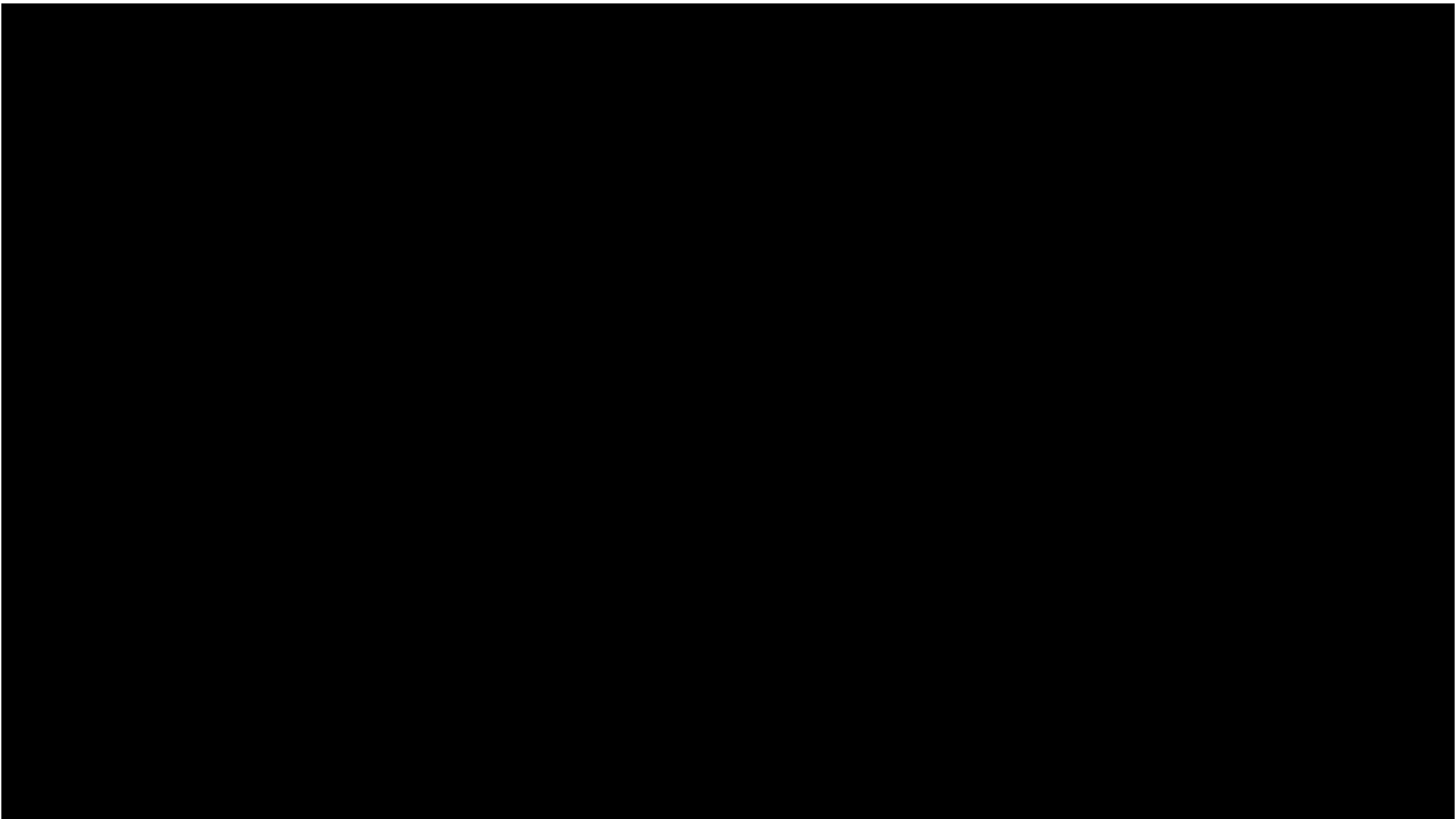


Wiki list of all Social Networking sites:
<http://tinyurl.com/socialnetworkingsitelist>

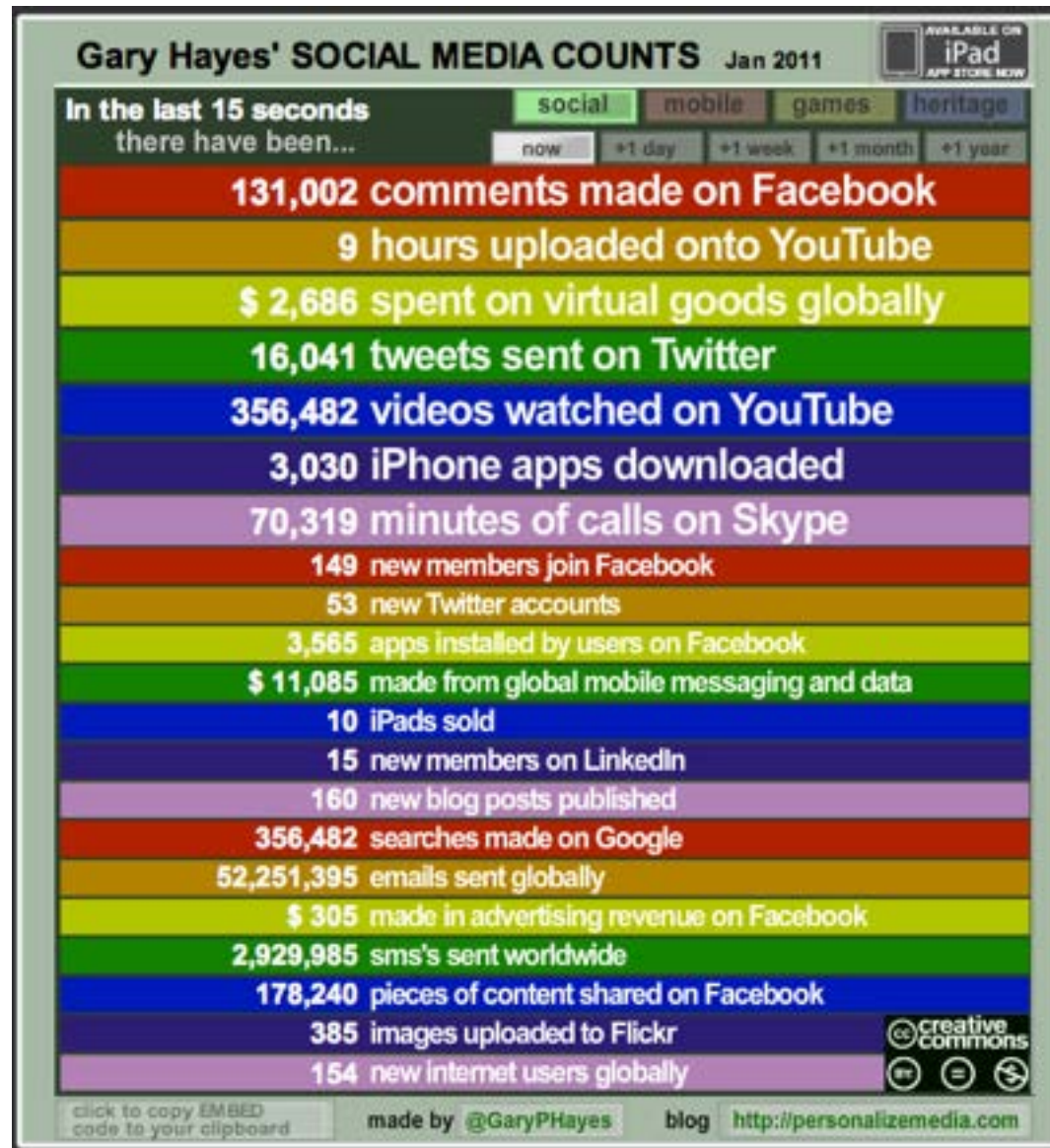
Social Media Revolution

REFRESH 3.0





Live social media statistics



Source: Garys Social Media Count| <http://www.personalizemedia.com/garys-social-media-count/>

**1. Journalism first,
technology second**

The rules

**2. If your mom
says she loves you,
check it out.**

The rules

**2. If your mom
tweets she loves you,
check it out.**

The rules

**3. Social Media does
not replace the phone
or in-person interviews**

The rules

4. Citizen, Brand and Journalist

The rules

5. BE OPEN

Social media check-in

Who's on what?



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<http://tinyurl.com/socialnetworkingsitelist>



- Open community
 - > 500+ million are active registered. (40% lurkers)
- Real time and active
 - > 400+ million tweets are posted each day, which is about 5k-9k tweets sent per second. From reactions to news events to primary sources, many of these tweets are coming straight from the front lines. (43% via phone)
- "Organizing" without organizations
 - > [Hashtags](#), [Re-Tweets](#) and keywords
- Multimedia
 - > Photos, audio and videos, among the 140 characters
- Searchable (by topic and geography)
 - > Handles more than 1.6 billion search queries per day.

mom, this is how twitter works.

NOT JUST FOR MOMS!

Twitter is an online social networking tool in which users post 140 character updates of what is going on in their lives along with links to things they think are interesting, funny, or useful to their followers ("following" being essentially what "friending" is on other sites). People use twitter in many ways, some as a newsfeed by following prominent people or networks, some as a pseudo-chatroom by limiting their followers and whom they follow to close friends and family, and some as a microblog for updating people about the work they are doing and their personal lives.

"TWITTER USERS"



@me

follows @mymom,
@mybrother, and
@mycat



@mymom

follows @me and
@mybrother



@mybrother

follows @me and
@mymom



@mycat

follows @me



@fanperson

follows @me, but I
do not follow him



@totalstranger

doesn't follow any
of us and we do
not follow her

Discussion



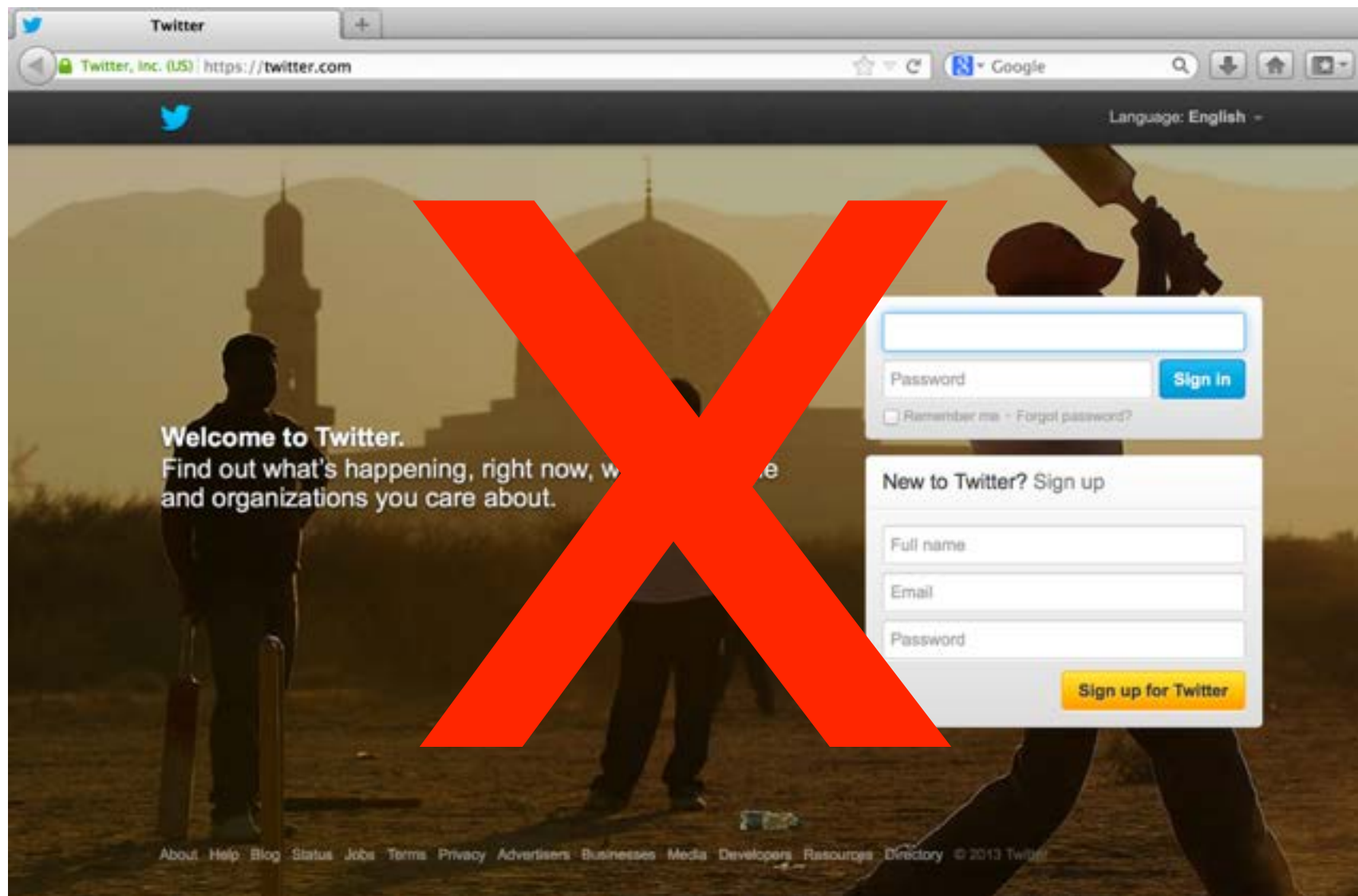
How do you tweet?

How do you tweet from a desktop? (Apps?)

How do you use on your phone? (Apps?)

Are you mainly mobile or desktop?

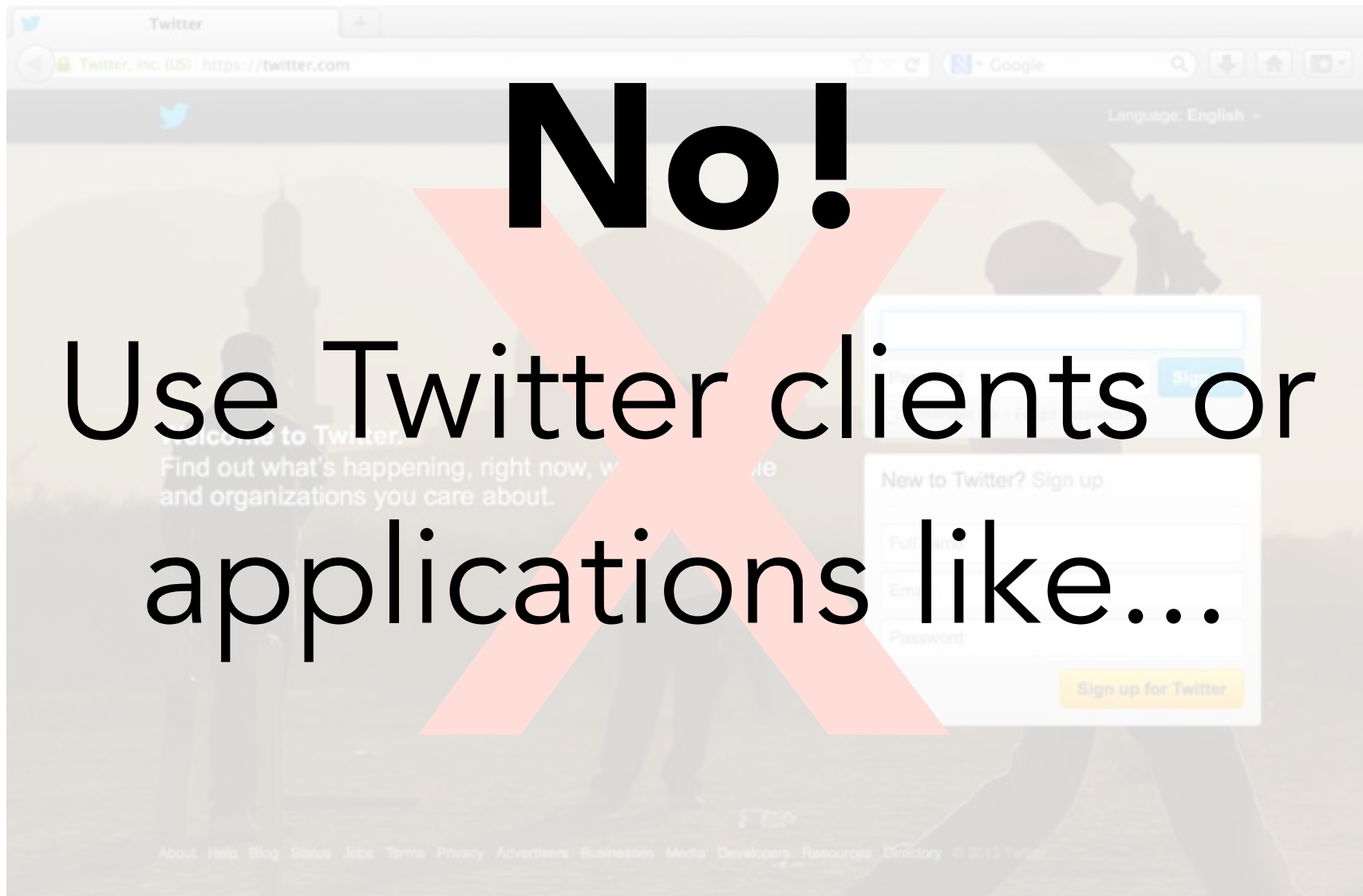
twitter





No!

Use Twitter clients or
applications like...



twitter





twitter

The screenshot displays the TweetDeck interface, which is organized into three main columns. The leftmost column, titled 'Tweets @TwitterForNews', shows a list of tweets from the account, including mentions of local outlets like @OklaHoma and @NewsOK. The middle column, titled 'Back to team', features a tweet from Alex Gilón (@gilón) about treats from Japan, accompanied by a photo of various Japanese snacks. The rightmost column, titled 'Team @twitter', lists team members and their recent tweets, such as Elaine Filadelfo (@urchin) and Ethan (@ethanyeh).

Tweets @TwitterForNews

Filtered by: [CONTENT](#)

Twitter for News @TwitterForNews · 2d
Tireless coverage from local #OklaHoma outlets, providing invaluable information via Twitter: @Idor @NewsOK @koconews @NEWS9 and others.
[Details](#)

Twitter for News @TwitterForNews · 2d
At The @MiamiHerald, tweeting is about breaking news in the a.m. and conversation in the p.m.
[Details](#)

Twitter for News @TwitterForNews · 4d
TIPS: How The @guardian reached 1 million Twitter followers:
[journalism.co.uk/news/twitter-t...](#)
[Details](#)

Twitter for News @TwitterForNews · 4d
You can now now filter your interactions in @TweetDeck, in addition to filtering incoming tweets
[pic.twitter.com/S9aG2ZENkw](#)

Back to team

Alex Gilón @gilón
Treats from Japan. Thanks @higepon!
[pic.twitter.com/0oeNPf4T4Y](#)
7:00pm · 23 May 13 · Twitter for iPhone

Team @twitter

Filtered by: [CONTENT](#)

Elaine Filadelfo @urchin · 1m
Line out the door at Tartine at 8:30 on a Friday. Oh SF.
[Details](#)

Ethan @ethanyeh · 1m
Twitter #Amplify. RT @adambain: from @WSJ: Twitter Cozies Up to Television With New Ad Products [on.wsj.com/16R4vSX](#)
[Conversation](#)

Josh Ober @ober · 1m
We were so close @justjo. One more year. Warriors' Andris Biedrins not opting out.
[csnnw.com/blog/blazers-t...](#)
[Details](#)

becca @beccayuen · 1m
Twitter Cozies Up to Television With New Ad Products
[blogs.wsj.com/digits/2013/05...](#) via @WSJ
[Details](#)

Auril Underwood @aurnder · 1m

Download or use at <http://tweetdeck.com>



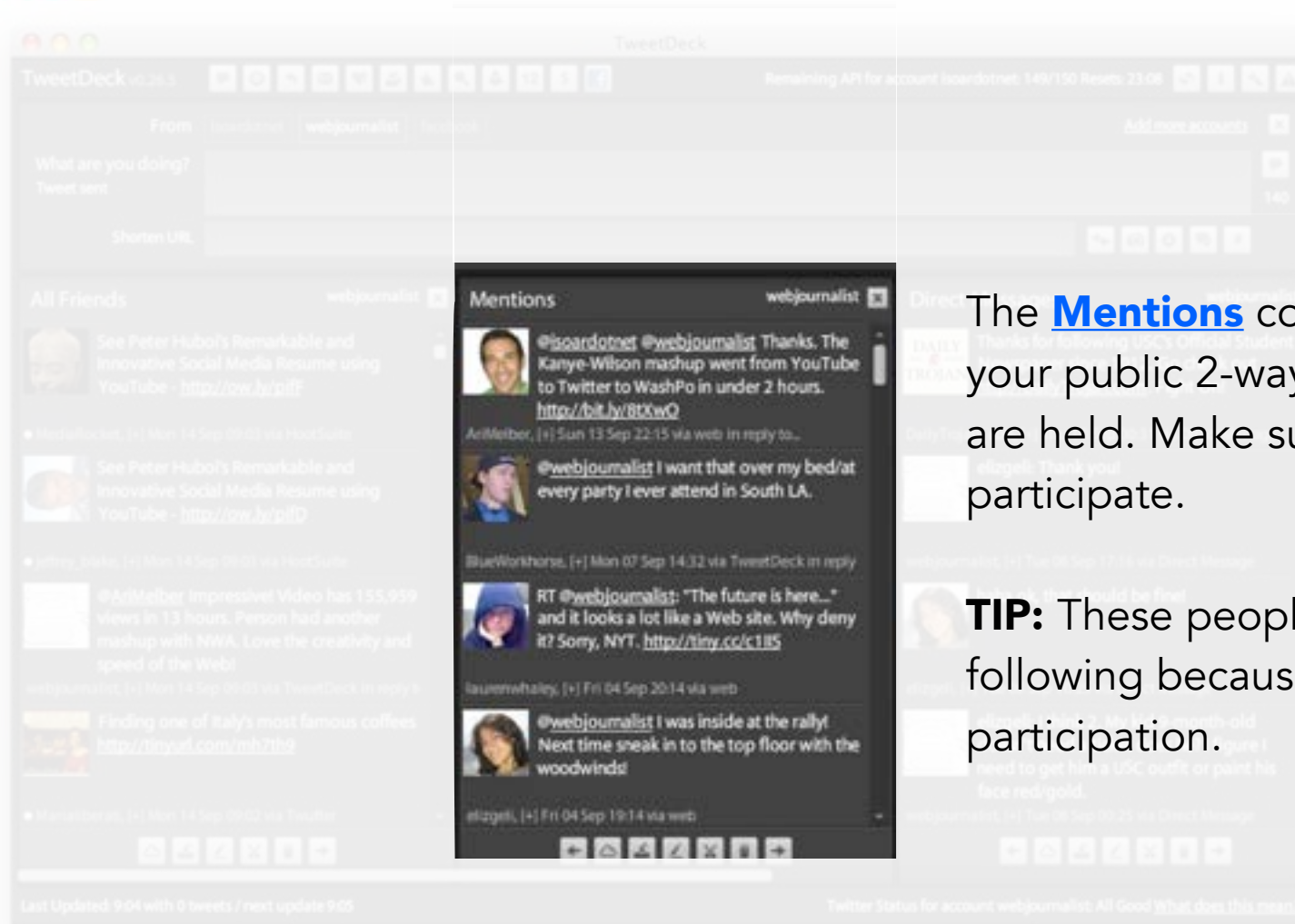
twitter

The All Friends column is the news feed generated by those Twitterers you are following.

TIP: To make the feed useful, be selective on who you follow. Make sure you are following everyone in your beat. You can also create a [list](#).



twitter



The **Mentions** column is where your public 2-way conversations are held. Make sure you participate.

TIP: These people may be worth following because of their active participation.



twitter

The **Direct Messages** column is where your private 2-way conversations are held. This is the column where you need to make sure you respond.

TIP: Send DMs to people who follow you, thanking them.



What's the point to Twitter?

> The power of Twitter is in the crowd + search.

Twitter Search In Plain English



FOR EVALUATION ONLY





What's the point to Twitter?

> The power of Twitter is in the crowd + search.





Twitter / Advanced Search

Twitter, Inc. (US) <https://twitter.com/search-advanced> Google

Search Have an account? [Sign in](#)

Advanced Search

Words

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in

People

From these accounts

To these accounts

Mentioning these accounts



Let's see it in action!

Twitter / Advanced Search

Twitter / Advanced Search

Twitter, Inc. (US) <https://twitter.com/search-advanced>

Search

Have an account? Sign in

Words

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in

People

From these accounts

To these accounts

Mentioning these accounts



Reporting in Real Time

> Finding potential eye-witnesses and sources

On September 1, 2010, a man, armed with guns and explosives, walked into Discovery Communications headquarters near D.C.



Source: TDB.com | <http://tbd.ly/dc-gunman>



Reporting in Real Time

> Finding potential eye-witnesses and sources



Word? I'm around the block..RT @yewdella: Watch out DC, shooter in the Discovery building #fb

Wed Sep 1 10:47:32 2010 via Twitter for iPhone from Silver Spring, MD



@cyberslate we are all ok. Building is on lockdown. No one in. No one out. We're safe.

10:39 AM Sep 1st via Osfoora for iPhone in reply to cyberslate



<http://yfrog.com/cbsngxj> Yea I am in the bldg across from #discovery with #gunman. There are snipers everywhere.

10:38 AM Sep 1st via TweetDeck



RT @jdivenere: Here's a pic of the gunman that my colleague at #discovery sent me <http://yfrog.com/2mhdmdj> @thienkim @twincident @jodifur

10:26 AM Sep 1st via TweetDeck



I can see into the Discovery Channel building! SWAT on the scene. <http://twitpic.com/2kahjf>

9:51 AM Sep 1st via Osfoora for iPhone



Wtf!! I'm not going home RT @cnnbrk: Reports of a gunman at Discovery Channel headquarters in Maryland, police say. <http://on.cnn.com/c9UP3O>

9:45 AM Sep 1st via ÜberTwitter



We are on lockdown in my building!!! Man with gun on the loose inside Discovery Channel building!!!!

9:29 AM Sep 1st via Osfoora for iPhone from Silver Spring, MD



Reporting in Real Time

> Finding potential eye-witnesses and sources



#Discovery they shot em!!!! Hostages safe. Still worried bout explosives

Wed Sep 1 14:02:40 2010 via Osfoora for iPhone



I'm at Discovery Communications (1 Discovery Pl, Silver Spring) w/ 6 others. <http://4sq.com/7G54hc>

12:40 PM Sep 1st via foursquare



OMG!! Someone thought I was the gunman at **#Discovery** cuz of my Twitter name!!!! Wow...

Wed Sep 1 12:36:59 2010 via Osfoora for iPhone from Silver Spring, MD



So he's not White but Asian... Now people will spin this as an immigration issue. Won't matter if he's a Citizen. **#Discovery**

Wed Sep 1 11:48:58 2010 via Twitter for iPhone from Bethesda, MD



@ezstreet if that was the gunman he would have needed a badge to get in the building that pic is of the side botanical gardens

Wed Sep 1 11:39:33 2010 via twidroid in reply to ezstreet



For awhile James Lee's alias online was "misterfifteen" which you can research him here: <http://bit.ly/dl52Sg> **#discovery**

11:18 AM Sep 1st via TweetDeck



Sooooooooo glad that I no longer work for discovery!!!


Wed Sep 1 10:58:21 2010 via twidroid



Reporting in Real Time

> Finding potential eye-witnesses and sources



 **leeannm** **Twitter gets first jump on Discovery Channel gunman** – <http://www.washingtonpost.com/wp-dyn/content/article/2010/09/01/AR2010090105987.html>

Wed Sep 1 20:44:25 2010 via web

Retweeted by GroundQuake and 1 other



Nice. Apparently CNN wants to use some of my photos.
#Discovery

Wed Sep 1 14:13:56 2010 via Twitter for iPhone from Potomac, MD 📍

twitter



[kathyoreilly](#): **Obama Health Care Speech: What Did Twitter Think?**

<http://networkedblogs.com/p11368212>

Sep 10, 2009 10:59 PM GMT · from web · [Reply](#) · [View Tweet](#)



[erikgwilson](#): **Translation:** Don't get it twisted, the insurance companies are not your friends. They'll throw you under the bus. I ain't on that. [#obama](#)

Sep 10, 2009 03:26 AM GMT · from TweetDeck · [Reply](#) · [View Tweet](#)



[pbitters](#): Don't like the **disrespect** show to Pres. **Obama** but Congressman Joe Wilson? Call his DC or SC office: (202) 225-2452 / (803) 939-0041

Sep 10, 2009 03:04 AM GMT · from web · [Reply](#) · [View Tweet](#)



[wpgrant](#): Gotta love Wikipedia, it took no time at all to report on the Rep **who yelled** "you lie" during **Obama's** speech <http://twitpic.com/h5azp>

Sep 10, 2009 01:36 AM GMT · from TweetDeck · [Reply](#) · [View Tweet](#)



[agentska](#): [@CongJoeWilson](#) Are you the guy **who yelled** out "Liar!" when **Obama** was giving his speech?

Sep 10, 2009 01:26 AM GMT · from web · [Reply](#) · [View Tweet](#)



[kissmydaisy](#): **Obama Translation:** IF Y'ALL WANNA KEEP IT FUNKY WE GON KEEP IT REAL FUNKY IN HERE SO GON HEAD & BRING IT.

Sep 10, 2009 12:55 AM GMT · from web · [Reply](#) · [View Tweet](#)



[sahyder1](#): **Who just yelled at Obama?**

Sep 10, 2009 12:38 AM GMT · from TweetDeck · [Reply](#) · [View Tweet](#)



[sahyder1](#): Who just yelled at Obama?

Sep 10, 2009 12:38 AM GMT · from *TweetDeck* · [Reply](#) · [View Tweet](#)



twitter



Robert Hernandez

@isoardotnet



Following

Well that was fast. RT [@gabbycat](#): Kanye Interrupts Obama: The Mashup: By Garance Franke-Ruta <http://bit.ly/8tXwO> via [@WaPo44](#) h/t [@AriMelber](#)

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)

10:08 PM - Sep 13, 2009



twitter



Ari Melber ✓
@AriMelber



Following

@isoardotnet @webjournalist Thanks. The Kanye-Wilson mashup went from YouTube to Twitter to WashPo in under 2 hours.
<http://bit.ly/8tXwO>

↩ Reply ↻ Retweet ★ Favorite ... More

10:15 PM - Sep 13, 2009

Reply to @AriMelber @isoardotnet

Discussion



What do you tweet?

How often do you post something on Twitter?

What is the mix of original content and sharing?

What tone do you aim for on your account?

What engagement do you have?

What engagement would you like to have?

Tips on posting on Twitter?



How to write great tweets

> 140 characters force you to craft a message

- **Think before you tweet:** Before you tweet that link, publish that twitter comment or get into that heated debate, ask yourself if what you're about to put out there is meaningful.
- **Own your account:** If you're tweeting on behalf of a company, make sure you disclose that both in your tweets and in your profile. If you try to hide it, it will be found out.
- **Learn to tease:** Much of good Twittering is tied to the ability to write great engaging headlines and get people wanting more.
- **Watch your grammar:** Just because Twitter is only 140 characters doesn't mean that spelling, grammar, and clarity don't matter. In fact, they matter more ...
- **Be personal:** Don't be afraid to throw in the occasional slice-of-life tweets. ... People prefer to do business with other people.
- **But not too personal:** While getting a little personal is good, remember that people are reading your tweets and perhaps using them to decide if they want to do business with you.
- **Use appropriate hashtags (or make up your own):** Hashtags allow you to be part of focused conversations, to track events, and really, just to show your silly side.
- **Leave room for retweets:** If you make your tweets too long you actually lower the chances of people retweeting you. ('Magic number' is 25 characters.)
- **Check your links:** This is huge. ... Make sure you double check all your links so that users are being sent to the right place.



How to write great tweets

> 140 characters force you to craft a message

Edit your tweets:

Before you hit publish, read that tweet over just one (or three) more time(s) to catch any obvious flubs or grammar mistakes.

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Discussion



Who do you follow?

Who are your favor Twitter accounts and why?

How do you find good accounts to follow?

What makes an account good for you?

How often do you follow or unfollow?



It's more than 140

twitter

twitpic

tvider



twaud.io

twalkin BETA

TwitCasting *Live*
Realtime Live Casting



PicFog
Real time image search



twitter



twitter



Real-time reporting

On July 20, 2012, a mass shooting occurred at a movie theater in Aurora, CO, during a midnight screening of the film *The Dark Knight Rises*.



Real-time reporting



Source: YouTube | <http://www.youtube.com/watch?v=q6QPMYuyL2Q>

Real-time reporting



AURORA MASSACRE: INCIDENT REPORT

Deaths Wounded Casualties

12 38 50

Please keep them in your thoughts.

JOIN: [#theatreshooting](#) on [irc.freenode.net](#)

CHECK OUT [PART 2](#)

Reddit, I've been compiling a timeline for a while. Here it is. If you have ANY media or news whatsoever, please add it. Don't repost personal info from the scanners.

Denver resident here. Reddit, I'm doing my best to update this. Watch the [live stream](#).

ABSTRACT

Shooting at the **UA/Regal** Century Cinema: [map](#), [local police scanner](#).

Theater 9 (epicenter), Theater 8 (some hit), Theater 16 (people heard tear gas canisters)

ALL TIMES IN MDT, AM

1:27: "Bring as much crime scene tape as you can"

1:28: Aurora PD merging communications with Denver PD

1:35: Shooter wearing green camo pants

1:37: bomb squad is there, bringing in K-9 units. possible other bombs

1:40: 18 ambulances on scene

1:41: 9news story [posted](#).


1:42: "All ten people in the theater are black." Fatalities.

1:43: Report of a bomb going off in a theater.

1:45: Patients being transported to Denver Health

1:47: Command staff briefing. This is huge

Real-time reporting

 **reddit** NEWS comments related

↑ Comprehensive timeline: Aurora Massacre (self.news)
416 submitted 4 hours ago* by Integ3r
↓

AURORA MASSACRE: INCIDENT REPORT

Deaths	Wounded	Casualties
12	38	50

Please keep them in your thoughts.

JOIN: [#theatreshooting](#) on [irc.freenode.net](#)

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Real-time reporting

The screenshot displays an Imgur album page for the 'aurora theatre shooting'. The main image is a light blue t-shirt with a large, dark red blood stain on the chest. The album is titled 'aurora theatre shooting' and has 3 images. The user 'themurderator' posted it 3 hours ago, with 115,919 views. A Firefox Add-on menu is open, showing options like 'Upload image on imgur', 'Copy image', 'Copy image location', 'Save image as...', 'Send image...', 'Set as desktop background...', 'View image info', and 'Inspect element'. The Imgur logo is visible in the bottom right corner of the album page.

imgur aurora theatre shooting

Album: 3 Images [browse](#)

By [themurderator](#) · 3 hours ago
115,919 views
[Embed this album](#) [Switch album layout](#)

[t](#) [f](#) [r](#) [t.](#) [su](#) [✉](#) [+](#)

Firefox Add-on

- Upload image on imgur
- Copy image
- Copy image location
- Save image as...
- Send image...
- Set as desktop background...
- View image info
- Inspect element

imgur

ADVERTISEMENT: PRO USERS DON'T SEE ADS

Source: imgur | <http://imgur.com/a/vtMhj> // 60,178,393 views (10/11/2012)

Real-time reporting

imgur



aurora theatre shooting

3 images · Jul 20, 2012 · 97732 views

themurderator

1 album · member for 4 days

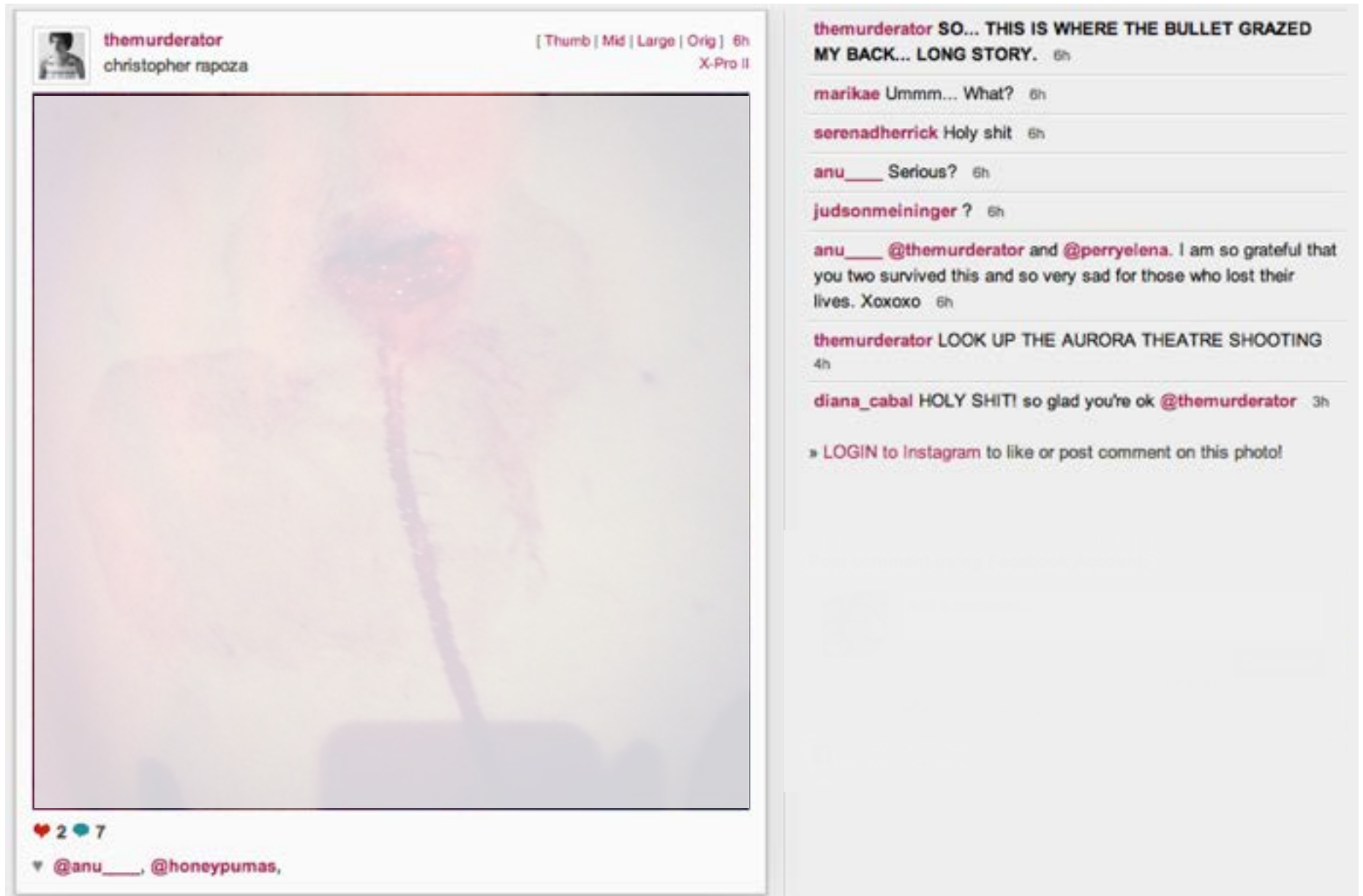


ADVERTISEMENT: PRO USERS DON'T SEE ADS

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Real-time reporting



Real-time reporting

facebook 

**Chris Rapoza**
6 hours ago via mobile · 

perry and i were just at a midnite showing of batman in colorado when some fucking psycho decided to open fire on the crowd. i was grazed in the back with a bullet but am fine. perry is unscathed, but unfortunately has lost her shoes. a lot of other people weren't so lucky...

i've been inspected by a number of paramedics and they've given me the okay to get to the hospital for stitches on my own. just wanted to get it out there now so that everyone knows i'm okay.

Share

**Mary Pinkerton** Thank goodness you're okay!!
6 hours ago

**David Langva** Wow. Glad you're alright.
6 hours ago

**Jordan McFadden** WTF?!?!
6 hours ago

**Allison Young** Say wha!?!
6 hours ago

**David Langva** Are you out of the mall?

Questions?




- Geolocation
 - > Mashes up the power of your phone's GPS and social media.
- "Game"
 - > Users receive "badges" for checking in and become "mayor" of a locations.
- Is the largest of the geo-location craze
 - > 25 million users (9/12), "millions" of check-ins every day.
- Has revenue potential because advertising is built in
 - > Users become aware of deals nearby.
- Refer to Rule #5: Be open
 - > Like at the start of Twitter, don't ask why... be open to try it, experiment and move on. But, be sure to try it again before to completely give up on it.




Reporting/Sources

- Find eye-witness sources... open to talk
 - > If they telling the world where they are, it's like they'll talk to you about what they saw.

 **Los Angeles International Airport (LAX)**



1 World Way
S Sepulveda Blvd
Los Angeles, CA 90045
(310) 646-5252
[@LAX_Official](#)




Categories: Airport, Airport Terminal
Tags: los angeles, gate, lax, travel, international airport, airplane, airport, terminal, plane, la, la airport, tsa, los angeles international airport, national, international, mallory marino, ghostjh, ghost jh

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	100,296	262,947

Mayor *Last 60 Days*

 **Beno R.**
54 checkins 

Photos *Showing 12 of 177*



<https://foursquare.com/venue/22036>



Reporting/Sources

- Follow your sources

> Yeah, it's like stalking... but knowing what your sources are up to is part of your job.

Calvin L.
Santa Monica, CA
[Add as friend](#)
[+ Twitter Feed](#)
[+ Facebook Profile](#)

TOTAL NIGHTS OUT 294 **TOTAL CHECKINS** 1366 **TOTAL THINGS DONE** 13

TIPS TO DOS



1. @ Habibi Cafe: Get up and leave now! Shady place! They'll charge you for water, refills & little things that would normally be included. Like used car salesmen. Trying to sell you on more expensive meals. Run! (June 7, 2010) [I've done this!](#) [Add as To Do](#) [Ignore](#)
2. @ calvin's lap: My lap was awesome! (January 17, 2010) [I've done this!](#) [Add as To Do](#) [Ignore](#)
3. @ The Veranda Bar/Lobby Lounge at Hotel Casa Del Mar: Try buffalo fries (January 16, 2010) [I've done this!](#) [Add as To Do](#) [Ignore](#)
4. @ The Veranda Bar/Lobby Lounge at Hotel Casa Del Mar: Try the buffalo fries (January 16, 2010) [I've done this!](#) [Add as To Do](#) [Ignore](#)

BADGES

Do you manage this venue? Claim here

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	176	633

MAYOR (LAST 60 DAYS)





 **Calvin L.**
30 checkins 



Reporting/Sources

- **WARNING: Remember Rule #2**



> You can easily trick the system... check-ins are not facts. They are where your reporting can begin.

**Seattle Times**
1120 John St
at Fairview
Seattle, WA, 98109

Categories: Corporate / Office
Tags: newspaper



Do you manage this venue? [Claim here](#)

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	69	754


MAYOR (LAST 60 DAYS)

**Nicole**
34 checkins





Crowdsourcing


- Through “tips” you can see what people are saying
 - > ... mainly about locations.

**Dodger Stadium**

1000 Elysian Park Ave
at Stadium Way
Los Angeles, CA, 90090-1112
(866) 363-4377

[Twitter](#)

 Like 13



Map

POWERED BY Google

Map data ©2010 Google - Terms of Use

Categories: Stadium, Theme Park, Other - Parks & Outdoor, Event Space, Speakeasy / Secret Spot, Baseball Field, Baseball

Tags: los angeles dodgers, baseball, stadium, dodgers, blue, farmer johns, sports,

SPECIAL OFFER

This is YOUR Town tonight! Check-in @ Dodger Stadium and save 25% on your next trip to My Town at dodgers.com/mytownspecial

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	5035	9353

MAYOR (LAST 60 DAYS)

**Eddie 2.**
40 check-ins




<http://foursquare.com/venue/9305>



Distribution


- Give a tip


> Often, our content could make a good “tip” to locations. Add a link, but don’t abuse.

**Dodger Stadium**

1000 Elysian Park Ave
at Stadium Way
Los Angeles, CA, 90090-1112
(866) 363-4377

Twitter

 Like 13



Map

POWERED BY Google

Map data ©2010 Google - Terms of Use

Categories: Stadium, Theme Park, Other - Parks & Outdoor, Event Space, Speakeasy / Secret Spot, Baseball Field, Baseball


Tags: los angeles dodgers, baseball, stadium, dodgers, blue, farmer johns, sports,


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YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	5035	9353

MAYOR (LAST 60 DAYS)

**Eddie 2.**
40 check-ins




<http://foursquare.com/venue/9305>





Distribution

- Geolocate your stories
 - > When relevant create a marker to put your story in a geolocation.

 **70 People Brawl**

17th
Windward
Venice, CA





Categories: Other - Parks & Outdoor
Tags: *untagged*

edit

Do you manage this venue? [Claim here](#)

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
2	1	2

MAYOR (LAST 60 DAYS)



Robert H.
2 checkins



<http://foursquare.com/venue/4396991>



Distribution


- Geolocate your stories

> When relevant create a marker a put your story in a geolocation.

TIPS

Example: Order the burger and ask for the secret sauce!

SHARE

**Robert H.**
Police clear Venice Beach after 70 young men start brawling on boardwalk
(5/30/10) <http://bit.ly/azSq6l>
(May 31, 2010)

☒ I've done this! [delete](#)

<http://bit.ly/azSq6l>



- Largest social platform in the world
 - > One billion monthly active members (600M via mobile), sharing more than 100 billion pieces of content monthly.
- Across the web
 - > It's everywhere ... Millions of sites have integrated with Facebook. There are 3.2 billion likes and comments every single day on Facebook.
- Advance your story
 - > Tap into a growing and engaged audience and make it easy for your content to be distributed across people's News Feeds.
- Leverage Facebook's highly engaged users
 - > More than half return daily and the average user spends around 7 hours and 45 minutes on the site each month.
- Closed community
 - > Active users, but you have to friend them to access them... well, depending on security settings.



Reporting/Sources

- > See what people are saying on national debates to local events using Search ([facebook.com/search](https://www.facebook.com/search))
- > Add public search results to your site with Search API



- <http://openstatussearch.com/>

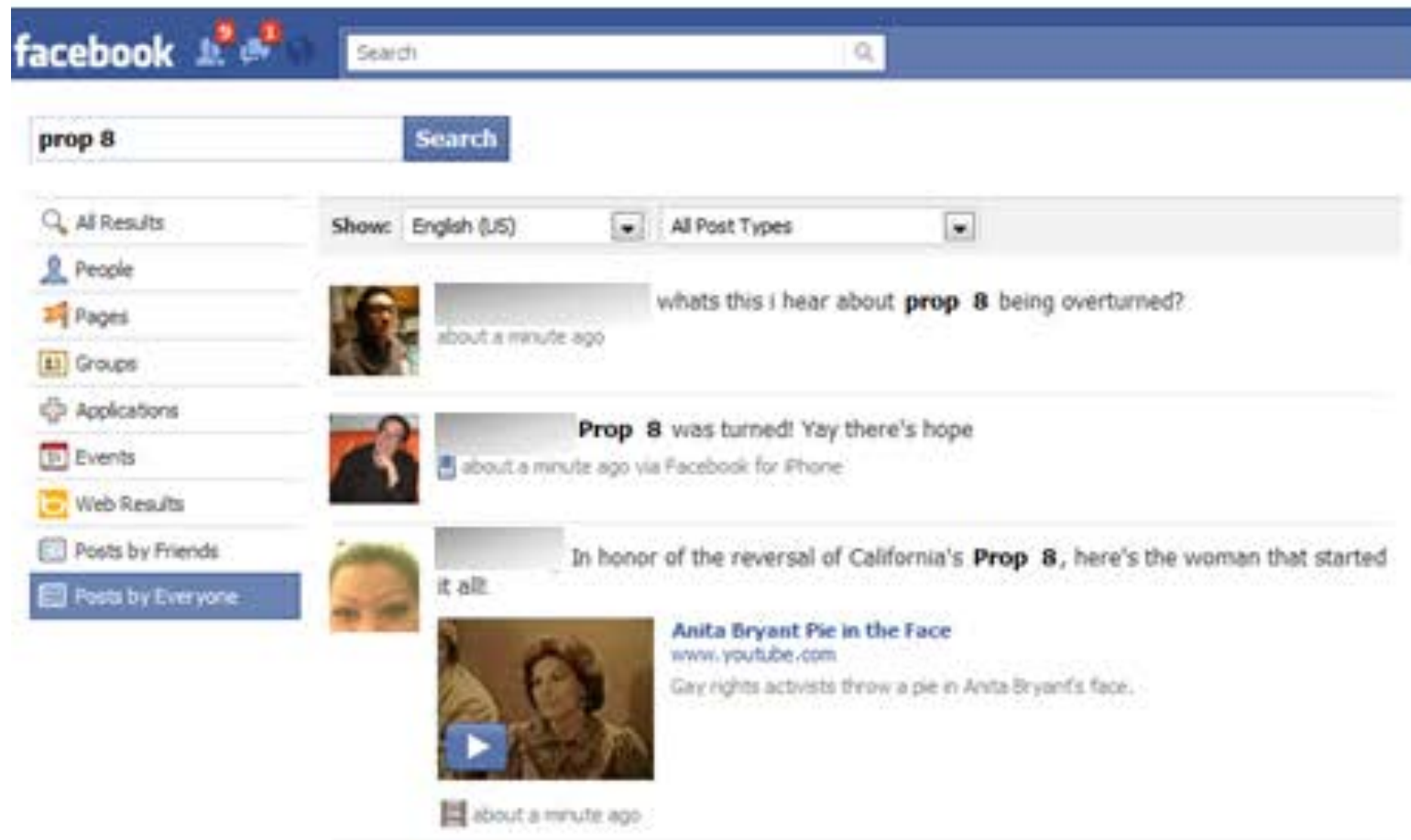
We know what you're doing...

- <http://www.weknowwhatyouredoing.com/>



Reporting/Sources

- > See what people are saying on national debates to local events using Search ([facebook.com/search](https://www.facebook.com/search))
- > Add public search results to your site with Search API





Introducing Graph Search

PROTIP: Facebook recommends that you identify yourself as a "journalist," "reporter," etc. in your job title so you can be found more.

This will help your discovery/you public profile/searchability.



<http://www.facebook.com/journalists>



Who do you Friend?

How do you decide who you friend?

Who are your favor accounts and why?

What makes an account good for you?

How often do you friend or unfollow?

Should you friend you professor?



What do you post?

How often do you post something on Facebook?

What is the mix of original content and sharing?

What tone do you aim for on your profile?

What engagement do you have?

What engagement would you like to have?

Social Media reporting

By **BeatBlogging.org**

- **Be Social** If you're going to be on social media, you should be social. This means engaging in two-way communication from the start with all social media accounts. This also means avoiding the urge to make Twitter into a glorified RSS account.
- **Transparency** Social media is a great way to humanize reporters and pull the curtain back from a news org. People and organizations that are successful with social media are almost always transparent.
- **Two-way communications is a required** The era of one-way media is over. The era of one-way stories is over. All content producers should be required to engage in two-way communication for their jobs. They need to take ownership of the comments after stories, posts, videos, etc.
- **Build a bigger network of sources** Social media can help content producers build bigger networks of sources. A bigger network directly translates into more tips, more confidential documents, etc. It also means better journalism.
- **Crowdsource** Working on a story? Need to find experts or people to comment? Social media is a great way to do that. Need to get people's experiences? Social media is a great way to do that too. Social media can even be used to get people to help report on a story. Our audience is a great, untapped resource.

Seven things....

By Scott Porad, CTO of the Cheezburger Network

1. "If you don't look like a human, it's unlikely I'm going to feel compelled to interact with you."
2. Along those lines, let's talk about your bio: Use your real name (or at least pseudonym), link to a web page, a sentence vs. buzz words, be authentic, etc.
3. "Say something. I'm more inclined to respond to someone who tweets their thoughts as opposed to simply retweets what other people say."
4. "What makes Twitter transformational is the two-way conversation that it enables, and I find people who use it that way interesting."
5. Background images: "If you have spent a lot of time making a beautiful background that promotes all your virtues then I feel like you're in it more for you and less for the community."
6. "Tweet regularly. If you only tweet once every few weeks or months, that tells me you're not really engaged with the community. ... But, if you are only a listener, then you're also a lurker and that's sort of creepy."
7. "Unlock your profile. If your tweets are protected, it's really hard to engage with you."

Source: <http://www.scottporad.com/2009/10/09/seven-things-that-influence-whether-or-not-i-engage-with-someone-on-twitter/>



- "Second largest search engine"
 - > Because it is tied with Google, all these videos will increase their visibility
- The dominant video provider
 - > 100 hours of video are uploaded to YouTube every minute. (It's also the default host for iPhones and other devices.)
- Mobile
 - > Mobile makes up more than 25% of YouTube's global watch time, more than one billion views a day.
- Advanced search
 - > Use the filters to find by time, length and more. (PROTIP: Turn on the "video" layer in Google Maps to explore geographically.)
- Visual crowd sourcing
 - > Interact with your audience - including having them submit questions - through video. Ex: <http://www.youtube.com/republicandebate>



- Social Networking for professionals
 - > 225 million professionals around the world. (May 2013)
- Digital resume
 - > 42% update their information regularly.
- Jobs, jobs, jobs
 - > 50% of Fortune 100 companies hire through LinkedIn.
- It's business
 - > Generates more leads for B2B companies than Facebook, Twitter or blogs.
- Content distributor
 - > There are more than 1.3 million unique publishers actively using the LinkedIn Share button on their sites to send content into the platform.



- Second largest Social Network
 - > 343 million active users worldwide.
- Demographics
 - > 70% Male/30% female, 79% between the ages of 18-34, Top occupations: Student, Software engineer, Consultant
- "Active" users
 - > While it ranks among the highest, the activity stream often feels empty.
- Part of a giant
 - > Why do we care? Because it is part of the largest search engine.
- G+ Hangouts
 - > Perhaps the greatest feature, this allows for powerful engagement on different levels, including OnAir townhalls.



- Curating social media

- > "Turn what people post on social media into compelling stories. You collect the best photos, video, tweets and more to publish them as simple, beautiful stories that can be embedded anywhere."

- Journo entrepreneur

- > Co-founded by Burt Herman, a former Associated Press foreign correspondent.

This Storify story, titled "Rep. Giffords (D-AZ) Shot By Gunman" by Andy Carvin, has 80 likes. It features a tweet from Rep. Giffords dated January 8, 2011, at 8:58, which reads: "My 1st Congress on Your Corner starts now. Please stop by to let me know what is on your mind or tweet me later." Below the tweet is a photo of hands clasped in prayer from 25.media.tumblr.com. The story also includes a section for "First tweets from the scene:" with a partial tweet visible at the bottom: "Tucson, AZ some kind of emergency at the".

This Storify story, titled "Remembering Dr. Martin Luther King Jr. online on MLK Day 2011" by Alex Howard, has 11 likes. It begins with a photo of a crowd and text stating: "Today is Martin Luther King Day in the United States. Thousands of people are sharing quotes, videos, his writing or reflections with their friends and families today." It then includes a section for "MLK Day is a holiday in the United States. Some people are choosing to make it a day of service. More information is available at MLKDay.gov, below:" followed by a link to "Martin Luther King Jr. Day Of Service" (mlday.gov). The text explains that the Corporation for National and Community Service, in consultation with the King Center for Nonviolent Social Change, provides grants to public and non-profit organizations to mobilize Americans to observe the Martin Luther King, Jr. federal holiday as a day of service to others. It concludes with "It's a day on, not a day off." and a link to "The King Center" with a small photo of the center's building.



- URL shortener

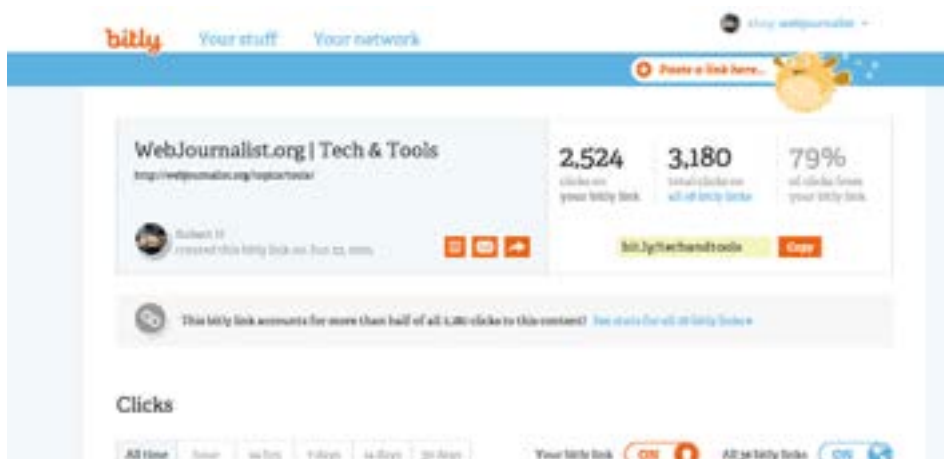
> "bitly allows you to easily save and share your favorite links from around the web. ... All the links you save will be accessible at any time in your bitmarks list, located underneath the 'Your Stuff' tab when logged in."

- Metrics

> URLs are tracked, including number of clicks, clicks by date/time, geographic distribution and who shared it. PROTIP: Add "+" to end of any bitly for its stats. Ex: <https://bitly.com/techandtools+>

- Customize your bitly URL

> With a bitly account, you can change the randomized URL into a customized one. It's like a domain name: <http://bit.ly/journalismsaved>.



TOPSY

- Real-Time search for the social web
 - > From tweets to photos and more, search and see what's moving and trending in real-time.
- Analytics
 - > You can search by domain.com, @username, or keyword.

The screenshot shows the Topsy website homepage. At the top, there's a navigation bar with links for 'SOCIAL SEARCH', 'SOCIAL ANALYTICS', 'COMPANY', and 'TOPSY PRO LOGIN'. Below this is the Topsy logo. The main heading is 'Search and Analyze the Social Web.' followed by a search bar with the placeholder text 'Try a social search'. Below the search bar, there are tabs for 'EVERYTHING', 'TWEETS', 'PHOTOS', 'VIDEOS', 'LINKS', 'TRENDS', and 'TRENDS'. At the bottom, there's a section titled 'Topsy Pro Analytics: Find the insights that matter.' with three icons representing 'Instant Results', 'Key Influencers', and 'Alerts & Reports'. A 'FREE TRIAL' button is also visible.

TOPSY FREE ANALYTICS

Search and compare up to 3 queries

Search by domain.com, @username, or keyword. Try our [advanced queries](#)

news Optional Query Optional Query Past 2 weeks Last Run Clear

Mentions That Matter. We only show those mentions within Twitter that are significant and valid. Significant as in mentions a tweet that's been retweeted or contains a link. Valid means we've removed any bots or spamming accounts.

Unlimited Tweets
Multigear Historical Data
Segment, Geography & More!

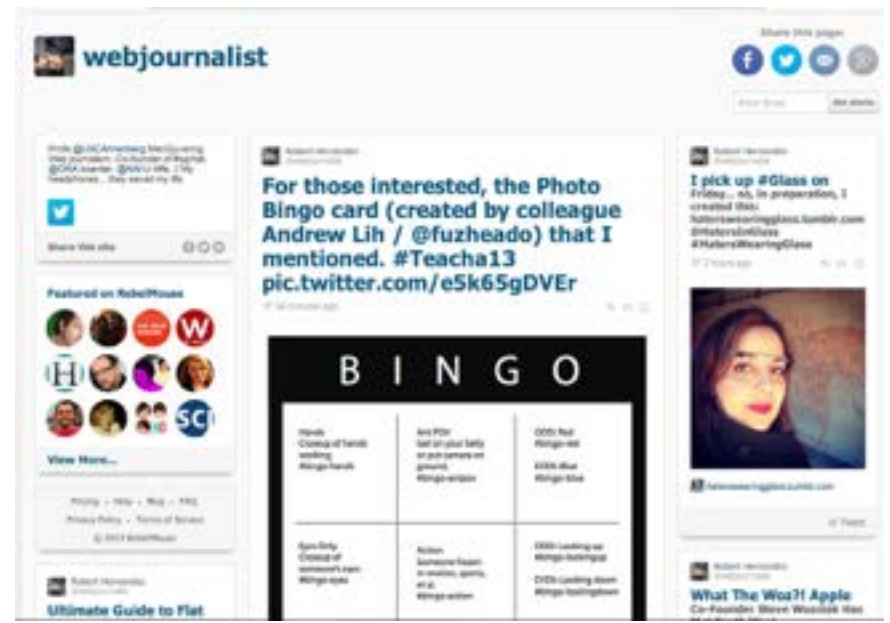
FREE TRIAL

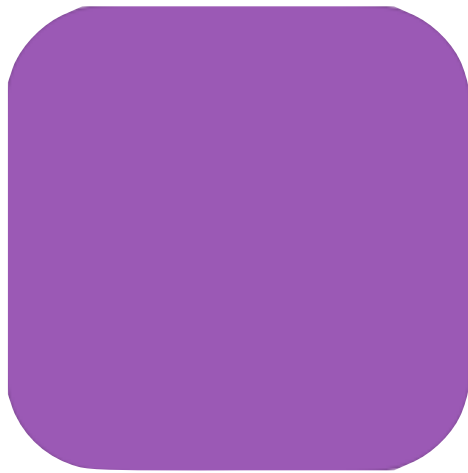




RebelMouse

- Aggregate your social media
 - > "RebelMouse creates your social front page, building a dynamic site around what you share."
- Embeddable
 - > While it creates a web page of their site, it is embeddable onto yours.







Questions?

[take a break]

Digital Footprint

Definition

Digital Footprints are the traces you leave behind – actively or not – when surfing and interacting on the Internet.

- **Passive** refers to data collected without your knowledge.
- **Active** refers to data posted deliberately by you to share information.

What's that mean?

“Never before have so many aspects of our lives been recorded, archived and searchable.”

-- **Mary Madden**

Senior Research Specialist

Pew Internet & American Life Project

Your life is online

Be careful

“Taking information out of the Internet is like trying to take pee out of a pool.”

-- **Amy Bruckman**
Associate Professor
College of Computing at Georgia Tech

Your active prints

- **Social Networking**
 - > Facebook, Twitter, LinkedIn, MySpace, etc.
- **Photos and Videos**
 - > YouTube, Vimeo, UStream, Flickr - tagged photos in Facebook
- **Chats and comments**
 - > Instant Messengers, forums, blog comments, e-mail
- **Bylines**
 - > Daily Trojan, Blogs, High School paper, Internships
- **Write up and mentions**
 - > Articles, memos, press releases about your latest moves

Your passive prints

- **Searches on search engines**
 - > Google makes it's money by serving ads based on your searches
- **Cloud computing**
 - > Google Docs, Gmails, Hotmail, etc.
- **ISP logs and cookies**
 - > Sites know where you have been and what you've been doing
- **Recommendations**
 - > Netflix suggests and Amazon recommendations

Findings from PEW research

- **47%** of adult internet users have searched for information about themselves online.
- **53%** have searched for information connected to at least one key group of people in their lives.
- **60%** say they are not worried about how much information is available about them online.
- Just **3%** of self-searchers say they make a regular habit of it and **74%** have checked up on their digital footprints only once or twice.
- **38%** of those who search for their names don't find relevant information about themselves.
- One in ten internet users have a job that requires them to self-promote or market their name online.

Internet transparency

“Online, your rep is quantifiable, findable, and totally unavoidable. In other words, radical transparency is a double-edged sword, but once you know the new rules, you can use it to control your image in ways you never could before.”

-- **Clive Thompson,**
Wired

Source: Pew Internet & American Life Project
http://www.wired.com/wired/archive/15.04/wired40_ceo.html



I DARE YOU.

 Connect with Facebook



BEST EXPERIENCED WITH HEADPHONES OR LOUD.
THIS IS FOR ENTERTAINMENT PURPOSES ONLY. WE WILL NOT SAVE YOUR INFORMATION.
WE WILL NOT POST WITHOUT YOUR APPROVAL. PROMISE.

FaceWashTM **Beta**

 Like

5.2k

 Follow

442 followers

Get started

Quick guide

[About](#)

[Privacy & Terms](#)

[Team](#)

[Contact](#)

#WJ CHAT

A weekly Web Journalism
chat held on Twitter
Wednesdays 5PM PT / 8PM ET

(I have #wjchat temporary tattoos)

Assignment #1

Find your digital footprint

Use Google, Bing, YouTube, Twitter, Flickr and more to find the digital footprint of your classmate. Write a 400-word post on your findings. Post your piece onto our class site as a post AND add the URL/link to it in this comment thread.

Post your piece onto our class site.

Deadline: Tuesday, Oct. 27 Noon

Facilitated discussion

Kate Guarino

????

Next Week's Facilitated discussion

Natalie Zhang

David Tepper

Jared Servantez

Matt Lemas

Sarah Collins

Jason Cheng

Taylor Villanueva

Noah Camarena

Associate Professor of Professional Practice

Robert Hernandez

email: r.hernandez@usc.edu

twitter: @webjournalist

213.280.5187c | 323.761.9054

Office: 310H