

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

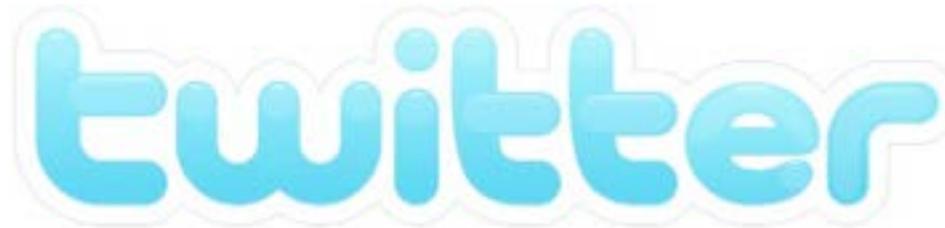
twitter: @webjournalist

213.280.5187c | 323.761.9054

Office: 310H

Social media check-in

Who's on what?



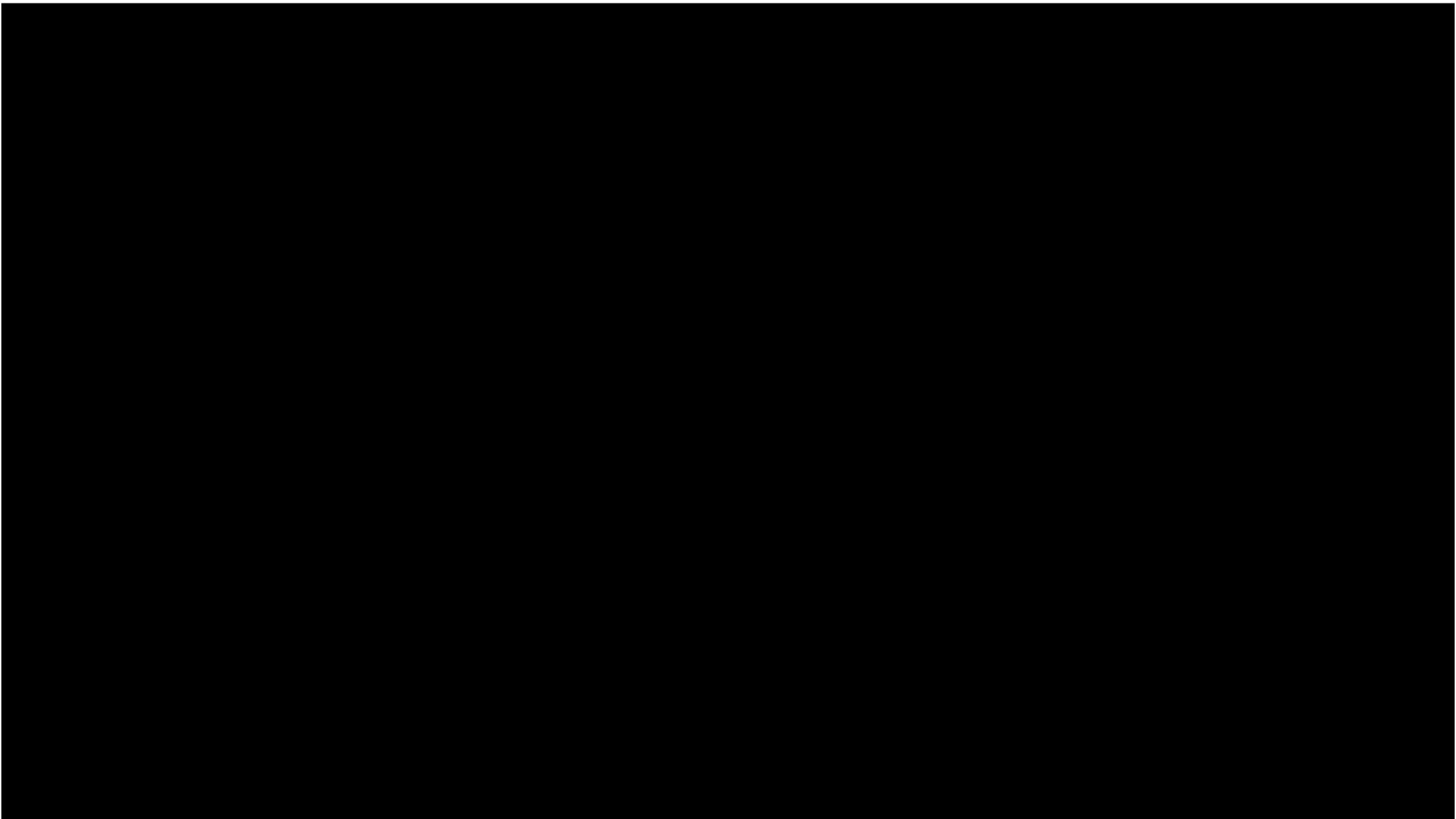
Wiki list of all Social Networking sites:
<http://tinyurl.com/socialnetworkingsitelist>

Social Media Revolution

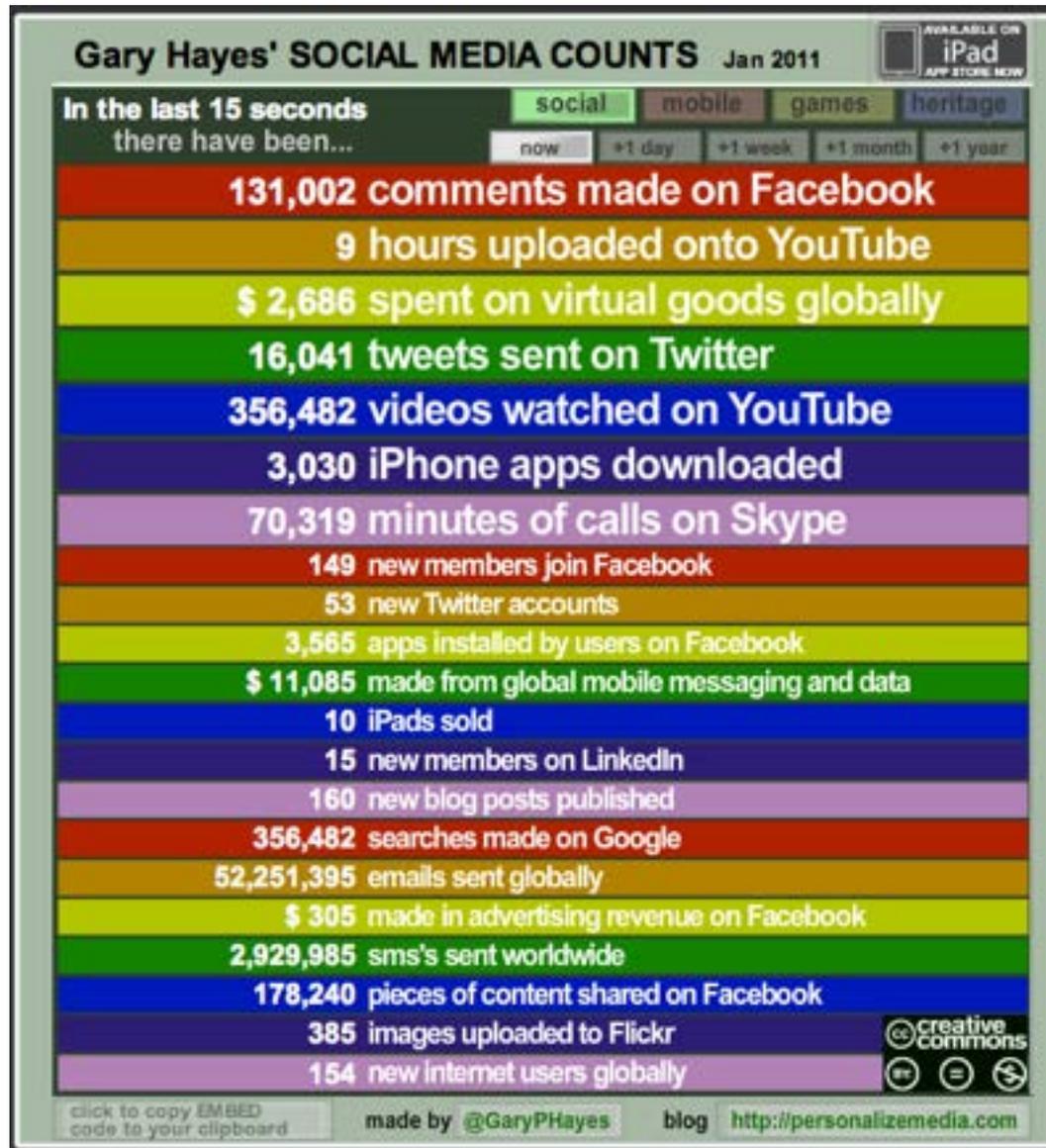
REFRESH 3.0



Social Media Technology



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

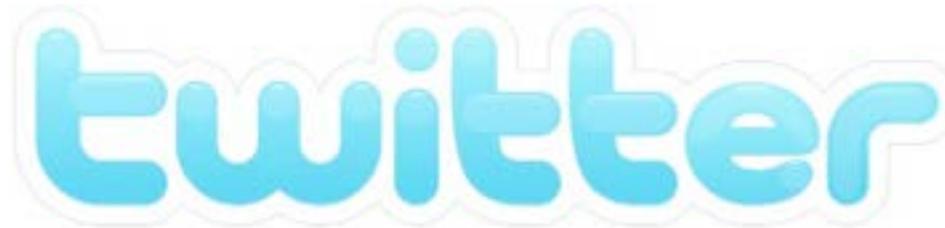
4. Citizen, Brand and Journalist

The rules

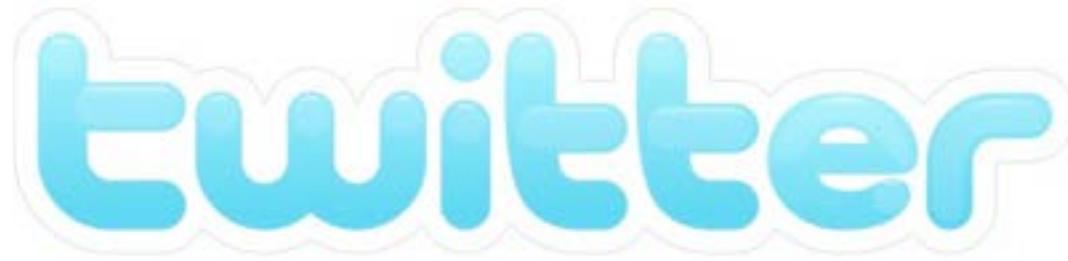
5. BE OPEN

Social media check-in

Who's on what?



Wiki list of all Social Networking sites:
<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

The image shows a screenshot of the Twitter homepage in a web browser. The browser's address bar shows the URL <https://twitter.com>. The page features a large background image of a person in silhouette holding a cricket bat on a field, with a mosque in the background. A large, semi-transparent red 'X' is overlaid across the center of the page. On the left side, the text reads: "Welcome to Twitter. Find out what's happening, right now, with people and organizations you care about." On the right side, there are two login/sign-up forms. The top form is for signing in, with fields for "Password" and a "Sign in" button. Below it is a checkbox for "Remember me" and a link for "Forgot password?". The bottom form is for signing up, with fields for "Full name", "Email", and "Password", and a yellow "Sign up for Twitter" button. At the bottom of the page, there is a footer with links for "About", "Help", "Blog", "Status", "Jobs", "Terms", "Privacy", "Advertisers", "Businesses", "Media", "Developers", "Resources", "Directory", and a copyright notice for 2013 Twitter.

Twitter

Twitter, Inc. (US) | <https://twitter.com>

Google

Language: English

Welcome to Twitter.
Find out what's happening, right now, with people and organizations you care about.

Sign in

Remember me - Forgot password?

New to Twitter? Sign up

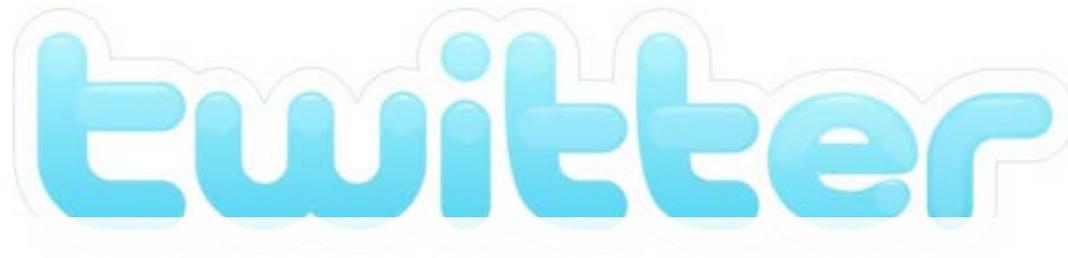
Full name

Email

Password

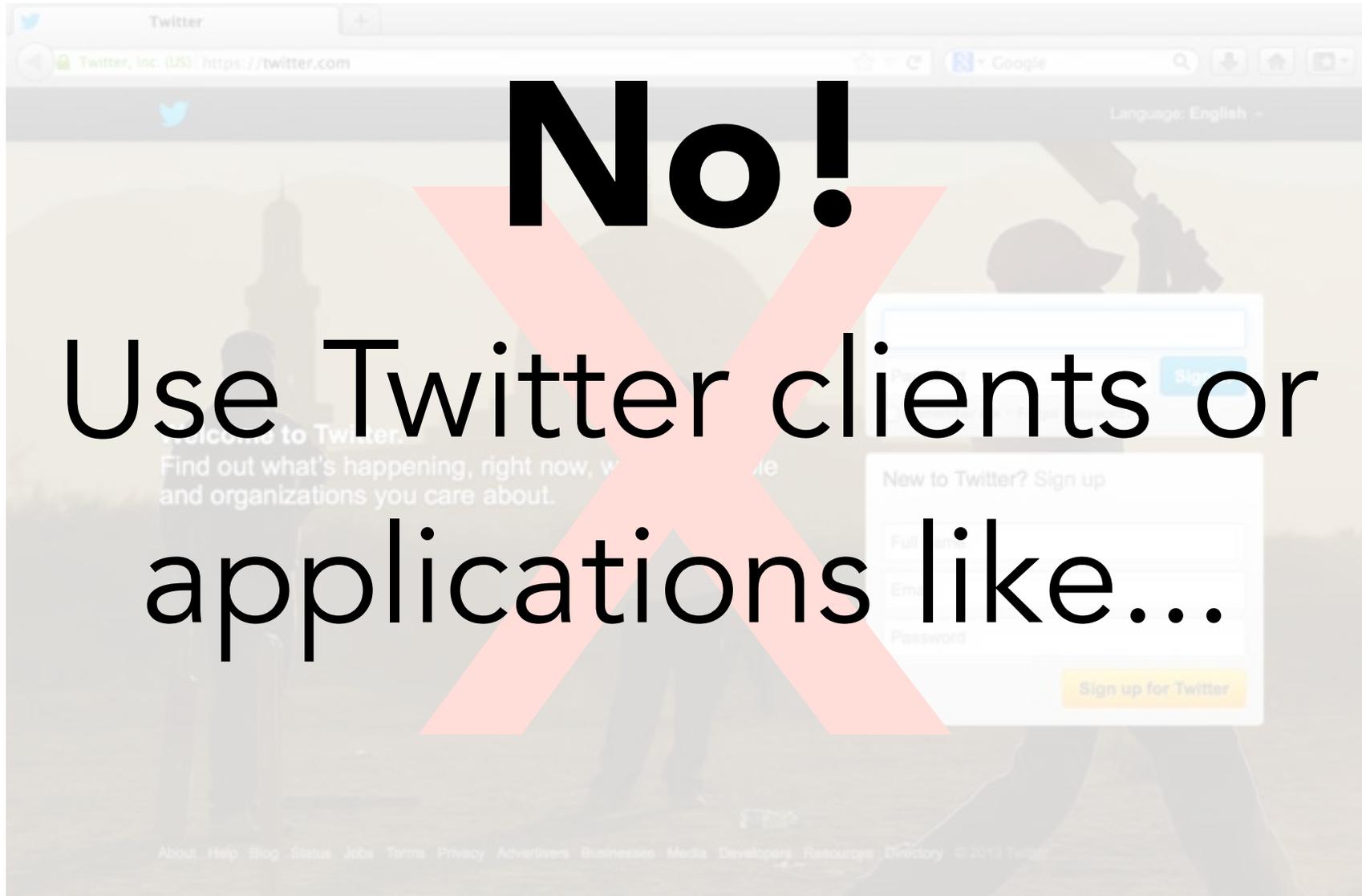
Sign up for Twitter

About Help Blog Status Jobs Terms Privacy Advertisers Businesses Media Developers Resources Directory © 2013 Twitter



No!

Use Twitter clients or applications like...



twitter





twitter

The screenshot displays the TweetDeck interface with three columns:

- Left Column (Tweets @TwitterForNews):** Filtered by CONTENT. It shows four tweets from @TwitterForNews, including one about Oklahoma outlets, one about breaking news in Miami, one about The Guardian reaching 1 million followers, and one about filtering interactions in TweetDeck.
- Middle Column (Back to team):** A tweet from Alex Girón (@giron) saying "Treats from Japan. Thanks @higepon!" with a link to a photo of various Japanese candies. The photo shows several bags of candy, including one with a cartoon character and another with the number '2517'.
- Right Column (Team @twitter):** Filtered by CONTENT. It shows four tweets from team members: Elaine Filadelfo (@urdskn) about Tartine, Ethan (@ethanyeh) about Twitter Amplify, Josh Ober (@ober) about Warriors' Andris Biedrins, and becca (@beccayuen) about Twitter Cozies.

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



twitter

The screenshot shows the TweetDeck interface for the user 'webjournalist'. The main feed is titled 'All Friends' and contains several tweets. The first tweet is from 'MediaRocket, (+) Mon 14 Sep 09:03 via HootSuite' and says 'See Peter Hubo's Remarkable and Innovative Social Media Resume using YouTube - <http://ow.ly/plfF>'. The second tweet is from 'jffrey_blake, (+) Mon 14 Sep 09:03 via HootSuite' and says 'See Peter Hubo's Remarkable and Innovative Social Media Resume using YouTube - <http://ow.ly/plfD>'. The third tweet is from '@AdiMelber' and says 'Impressive! Video has 155,959 views in 13 hours. Person had another mashup with NWA. Love the creativity and speed of the Web! webjournalist, (+) Mon 14 Sep 09:03 via TweetDeck in reply to @AdiMelber'. The fourth tweet is from 'Manialberas, (+) Mon 14 Sep 09:02 via Truflter' and says 'Finding one of Italy's most famous coffees <http://tinyurl.com/mh7th9>'. The interface also shows a 'Mentions' column on the right and a status bar at the bottom indicating 'Last Updated: 9:04 with 0 tweets / next update 9:05'.

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

TweetDeck

Remaining API for account boardtweb: 149/150 Retweets: 23/08

From: boardtweb | webjournalist | boardtweb

What are you doing?
Tweet sent

Shorten URL

All Friends

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.

Direct Messages

webjournalist

DAILY TROJIAN Thanks for following USC's Official Student Newspaper since 1912. Go check out <http://DailyTrojan.com>. Fight On!

DailyTrojan_com, [+]

Thu 10 Sep 00:31 via Direct Message

elizgeli: Thank you!

webjournalist, [+]

Tue 08 Sep 17:16 via Direct Message

haha ok, that should be fine!

elizgeli, [+]

Tue 08 Sep 10:25 via Direct Message

elizgeli: I think 2. My kid 9-month-old doesn't need a ticket does he? I figure I need to get him a USC outfit or paint his face red/gold.

webjournalist, [+]

Tue 08 Sep 00:25 via Direct Message

Last Updated: 9:04 with 0 tweets / next update 9:05

Twitter Status for account webjournalist: All Good! What does this mean?



What's the point to Twitter?

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

Twitter Search In Plain English



FOR EVALUATION ONLY

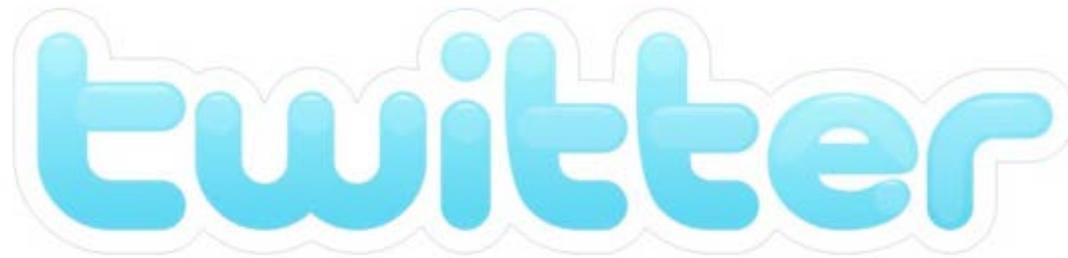




What's the point to Twitter?

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





Twitter / Advanced Search

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

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

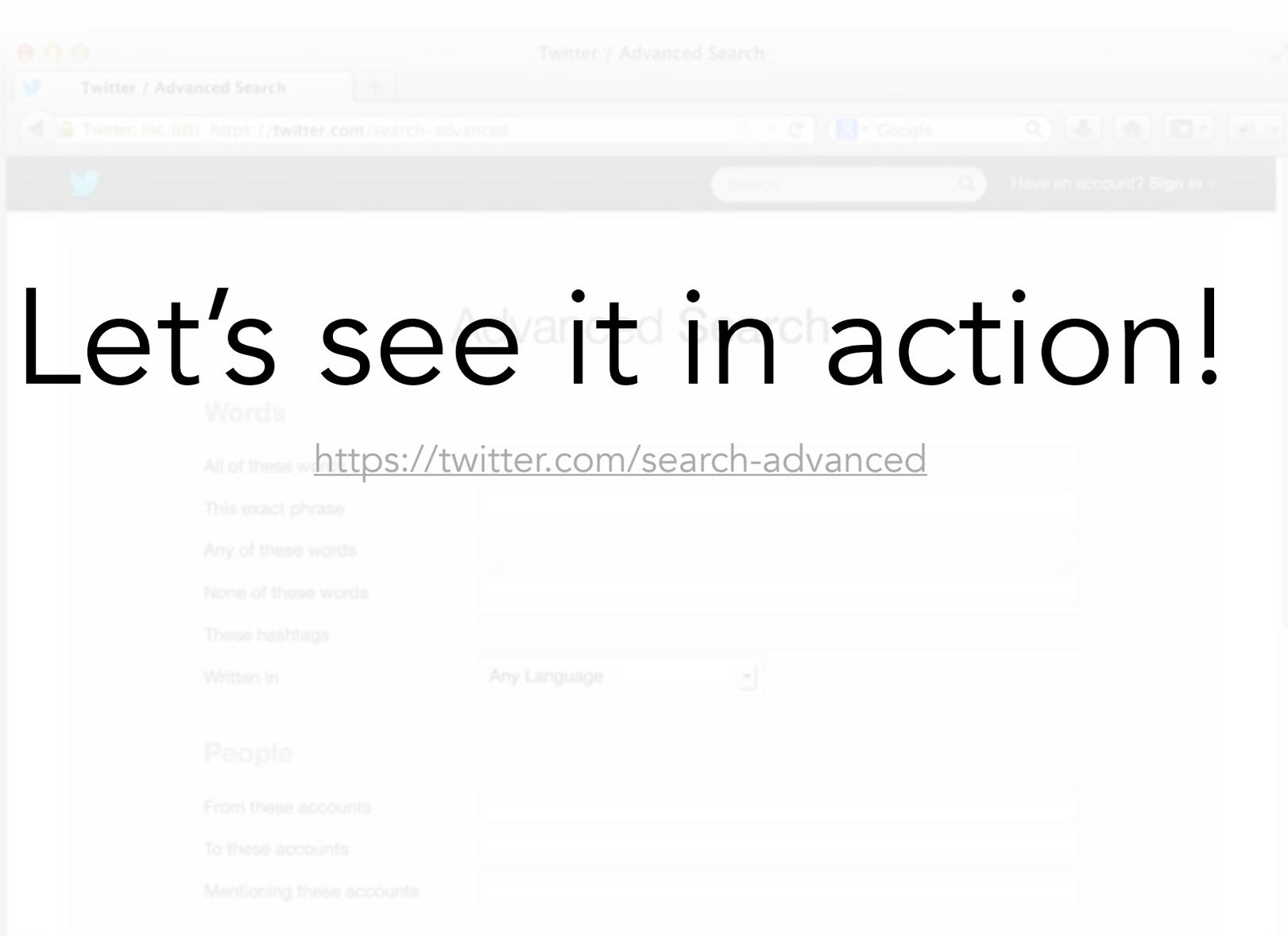
Written in

People

From these accounts

To these accounts

Mentioning these accounts



Let's see it in action!



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.





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/c9UP30>

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



 **leannm** **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](#)

Twitter



R

[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

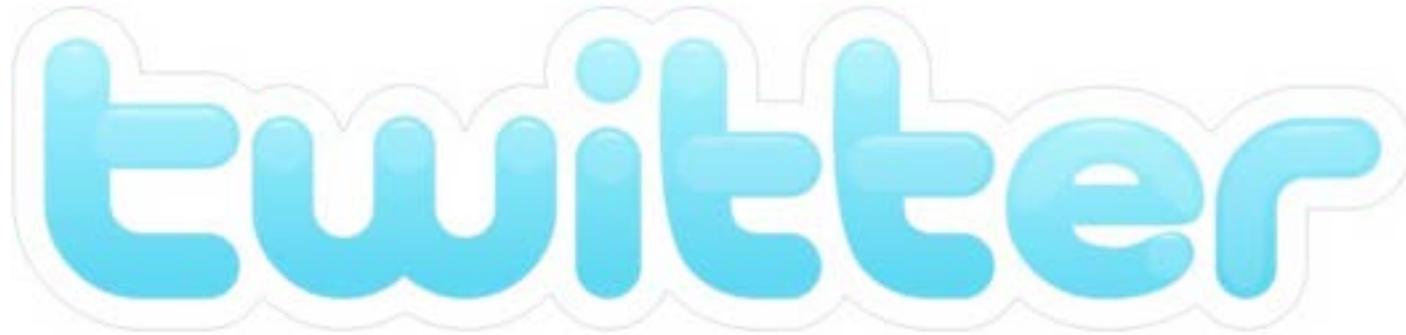
[@isoardotnet](#) [@webjournalist](#) Thanks. The Kanye-Wilson mashup went from YouTube to Twitter to WashPo in under 2 hours.
<http://bit.ly/8tXwO>

[← 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

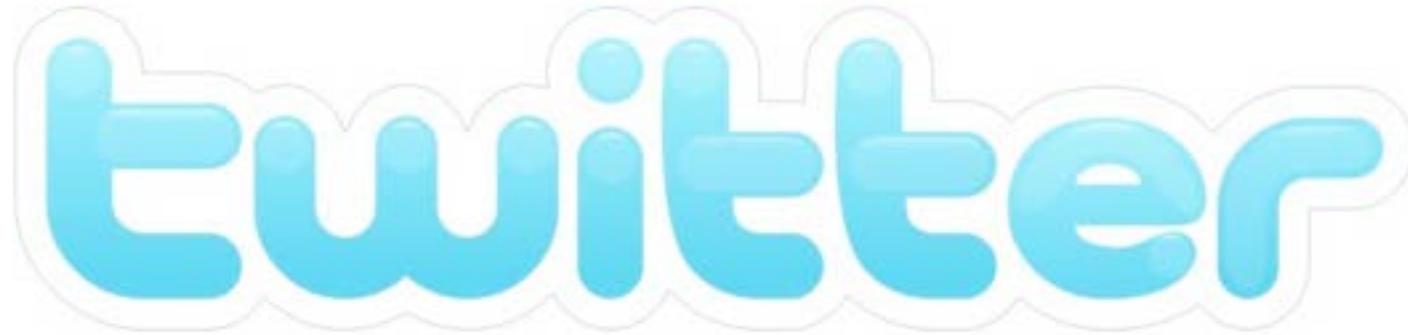
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Edit your tweets:

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

Discussion



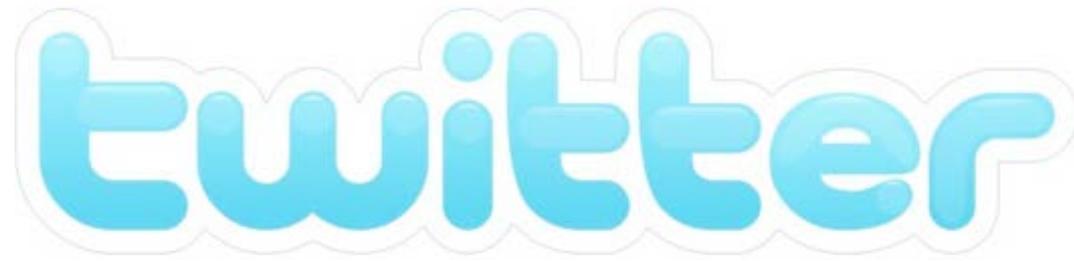
Who do you follow?

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

A blue bird icon with a yellow beak and orange feet, holding a silver video camera.
twitvid
share videos on twitter

A blue circular logo with a white camera lens and a white bird silhouette.
PicFog
Real time image search

A yellow frog icon with orange spots and a black eye.
yfrog
your images on twitter

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



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

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



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Real-time reporting

The image is a screenshot of an imgur album page. At the top left, the imgur logo is followed by the album title "aurora theatre shooting". The main content is a large photograph of a light blue t-shirt held up by a person, showing a large, dark, circular bloodstain on the chest. To the right of the main image is a sidebar with several elements: an album summary "Album: 3 Images" with a "browse" button; a row of three small thumbnail images; a post attribution "By themurderator · 3 hours ago" and "115,919 views"; social media sharing icons for Twitter, Facebook, Reddit, Tumblr, StumbleUpon, Email, and a plus sign; and a Firefox Add-on advertisement for imgur. The advertisement shows a context menu with options like "Upload image on imgur", "Copy image", "Copy image location", "Save image as...", "Save image...", "Set as desktop background...", "View image info", and "Inspect element". At the bottom of the advertisement, it says "imgur" and "ADVERTISEMENT. PRO USERS DON'T SEE ADS".

Real-time reporting

imgur

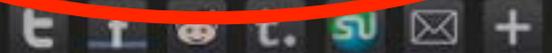


aurora theatre shooting

3 images · Jul 20, 2012 · 97732 views

themurderator

1 album · member for 4 days

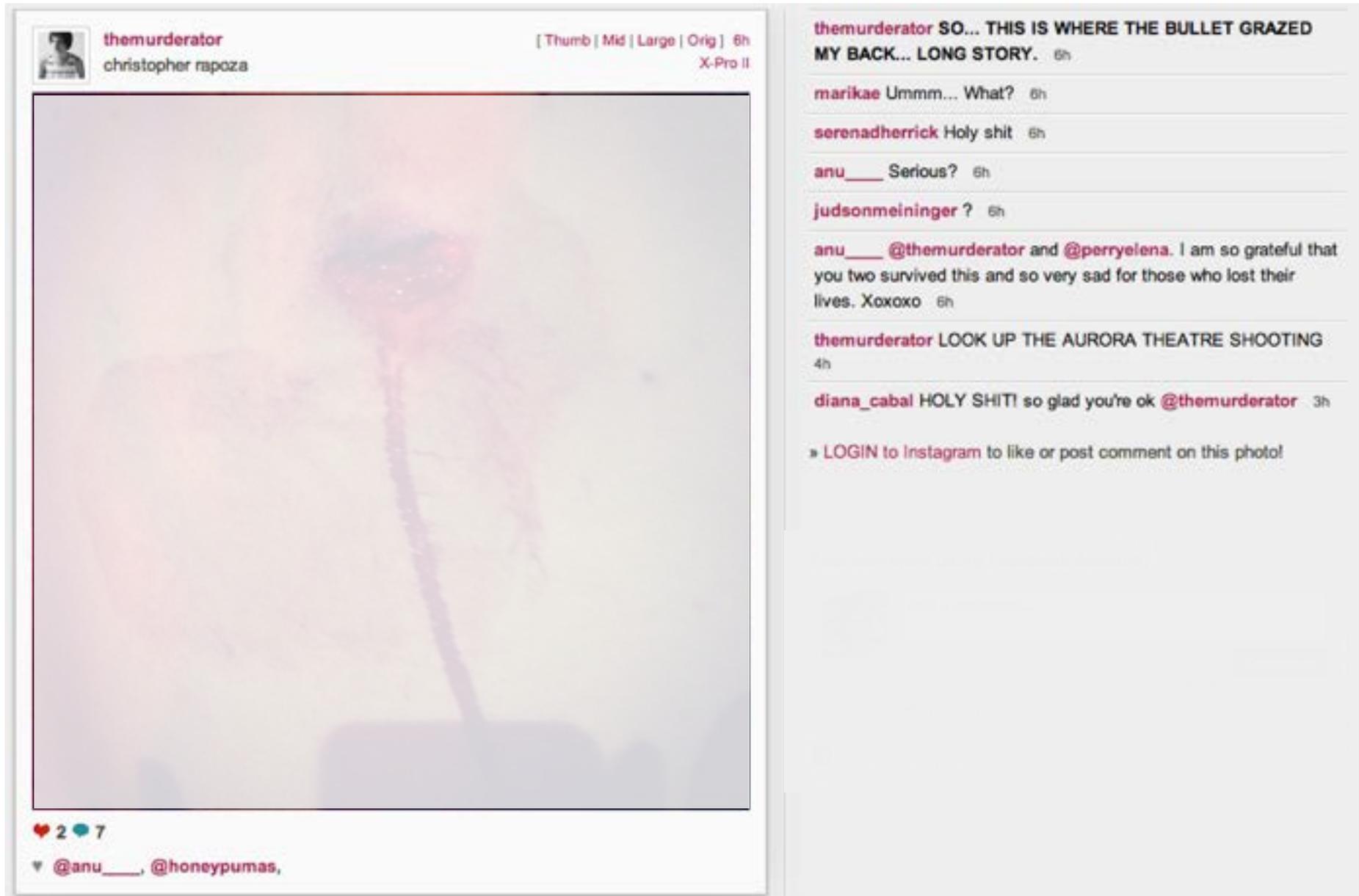


ADVERTISEMENT: PRO USERS DON'T SEE ADS

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Real-time reporting



themurderator christopher rapoza [Thumb | Mid | Large | Orig] 6h X-Pro II

SO... THIS IS WHERE THE BULLET GRAZED MY BACK... LONG STORY. 6h

marikae Ummm... What? 6h

serenadherrick Holy shit 6h

anu___ Serious? 6h

judsonmeininger ? 6h

anu___ @themurderator and @perryelena. I am so grateful that you two survived this and so very sad for those who lost their lives. Xoxoxo 6h

themurderator LOOK UP THE AURORA THEATRE SHOOTING 4h

diana_cabal HOLY SHIT! so glad you're ok @themurderator 3h

» LOGIN to Instagram to like or post comment on this photo!

2 7

@anu___, @honeypumas,

Real-time reporting



The image is a screenshot of a Facebook post. At the top, the Facebook logo is on the left, and a search bar with the text "Search for people, places and things" is on the right. The post is from Chris Rapoza, posted 6 hours ago via mobile. The text of the post describes a shooting incident at a Batman movie in Colorado. Below the text are several comments from other users, including Mary Pinkerton, David Langva, Jordan McFadden, Allison Young, and another David Langva.

facebook  Search for people, places and things 

 **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



Map data ©2011 Google - [Terms of Use](#)

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	TOTAL CHECK-INS	TOTAL THINGS DONE
294	1366	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 tuffie 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 tuffie 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.

The screenshot shows a Foursquare venue page for 'Seattle Times'. The address is 1120 John St at Fairview, Seattle, WA, 98109. A map shows the location on a street grid. To the right, a yellow banner asks 'Do you manage this venue? Claim here'. Below this is a table with check-in statistics: YOUR CHECK-INS (0), TOTAL PEOPLE (69), and TOTAL CHECK-INS (754). A blue banner indicates 'MAYOR (LAST 60 DAYS)' with a profile picture of Nicole, who has 34 check-ins, and a crown icon.

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

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,



Map data ©2010 Google - Terms of Use

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

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

- Geolocate your stories

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

 **70 People Brawl**

17th
Windward
Venice, CA

 Like

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


Map data ©2010 Google - [Terms of Use](#)

 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.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

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

The Openbook logo, featuring the word "openbook" in white lowercase letters on a blue rectangular background. To the right of the text is a smaller, rounded rectangular button with the text "Tell your friends" in white.

- <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

The screenshot shows the Facebook search interface. At the top, the Facebook logo is on the left, and a search bar is on the right. Below the search bar, the search term "prop 8" is entered, and a "Search" button is visible. On the left side, there is a navigation menu with options: "All Results", "People", "Pages", "Groups", "Applications", "Events", "Web Results", "Posts by Friends", and "Posts by Everyone". The main content area shows search results for "prop 8". The first result is a post from a user asking "whats this i hear about prop 8 being overturned?". The second result is a post from a user saying "Prop 8 was turned! Yay there's hope". The third result is a post from a user saying "In honor of the reversal of California's Prop 8, here's the woman that started it all." Below this post is a video thumbnail titled "Anita Bryant Pie in the Face" with a play button icon. The video description reads "Gay rights activists throw a pie in Anita Bryan's face." The search results also include filters for "Show: English (US)" and "All Post Types".

Introducing Graph Search

PRO TIP: 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.

Find people who share your interests

Want to start a book club or find a gym buddy? Connect with

facebook®

The screenshot shows a web browser window with the address bar displaying www.facebook.com/journalists. The page features the Facebook logo and a login section with fields for Email and Password, and a Log In button. Below the login section is a Sign Up button and the text "Facebook helps you connect and share with the people in your life." The main content area is titled "Facebook + Journalists" with a Like button. Below this is a large blue banner with a white arrow pointing to the Like button and the text: "Click the Like button above for resources, events, articles and videos on how to better use Facebook as a journalist." At the bottom of the banner is the text "facebook® journalism". On the left side, there is a sidebar with a navigation menu including Wall, Info, Getting Started, Journalist Pages, Best Practices, Articles, Videos, Notes, and More. Below the menu is an "About" section with the text "Reach your readers directly on Facebook, an audience of more".

<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.

Storify

Curate and make stories.

- 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.

Rep. Giffords (D-AZ) Shot By Gunman
by Andy Carvin
Like 80 people like this.

Rep. Giffords and 19 other people were shot by a gunman in Tucson, AZ. Six of them have died, including a nine-year old girl and John Roll, chief judge of the U.S. District Court of Arizona.

Last tweet from Rep. Giffords prior to the shooting:

“ My 1st Congress on Your Corner starts now. Please stop by to let me know what is on your mind or tweet me later.”
Rep_Giffords
January 8, 2011 at 8:58

25.media.tumblr.com

First tweets from the scene:

“Tucson, AZ some kind of emergency at the

Remembering Dr. Martin Luther King Jr. online on MLK Day 2011
by Alex Howard
Like 11 people like this.

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.

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:

Martin Luther King Jr. Day Of Service
mlkday.gov
To support the King Day of Service, 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's a day on, not a day off.

The King Center is an excellent online resource.

[The King Center](http://TheKingCenter.org)



- 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>.

The screenshot shows a bitly dashboard for a link titled "WebJournalist.org | Tech & Tools". The link is <http://bit.ly/techandtools>. The dashboard displays the following statistics:

Metric	Value
Clicks on your bitly link	2,524
Total clicks on all of bitly links	3,180
% of clicks from your bitly link	79%

Additional information includes a note that "This bitly link accounts for more than half of all 1,480 clicks to this content!" and a "Clicks" section with filters for "All time", "Today", "Yesterday", "Last 7 days", and "Last 30 days".

The screenshot shows a "realtime" news feed powered by bitly. It features a search bar and several news items. One prominent item is titled "2013 de l'heure de Mars Official Statement | The official website of la House de Mars" with a "283.2 clicks per minute" indicator. Another item is titled "El Ayuntamiento Club de Fútbol quiere expresar su gran tristeza following the incident and sends its deepest condolences to the family and those close to them." with a "488.4 clicks per minute" indicator. The feed includes a "CLEAR" button and a "T" icon.

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 Pro Analytics website. At the top, there is a navigation bar with links for 'SOCIAL SEARCH', 'SOCIAL ANALYTICS', and 'COMPANY', along with a 'TOPSY PRO LOGIN' button. The main header features the 'TOPSY' logo and the tagline 'Search and Analyze the Social Web.' Below this is a search bar with the placeholder text 'Try a social search'. A secondary navigation bar includes categories like 'EVERYTHING', 'LINKS', 'TWEETS', 'PHOTOS', 'VIDEOS', 'SERIES', and 'TRENDS'. The main content area is titled 'Topsy Pro Analytics: Find the insights that matter.' and features three key features: 'Instant Results' (with a bar chart icon), 'Key Influencers' (with a person icon), and 'Alerts & Reports' (with a mountain icon). A 'FREE TRIAL' button is prominently displayed.

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 (Last 7 weeks) [button] [button]

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 sources.

Unlimited Terms
Multiyear Historical Data
Segmentation, Geography & More!

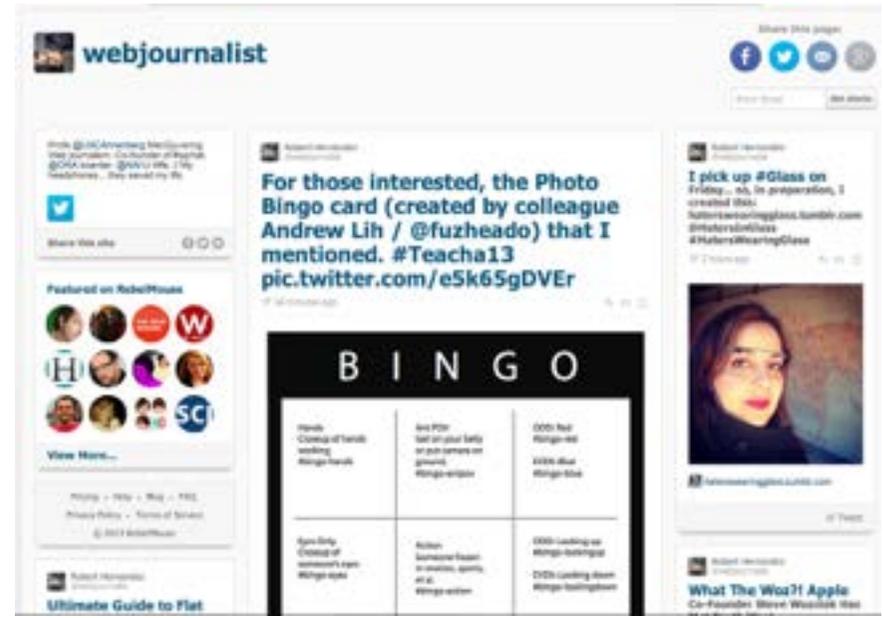
FREE TRIAL

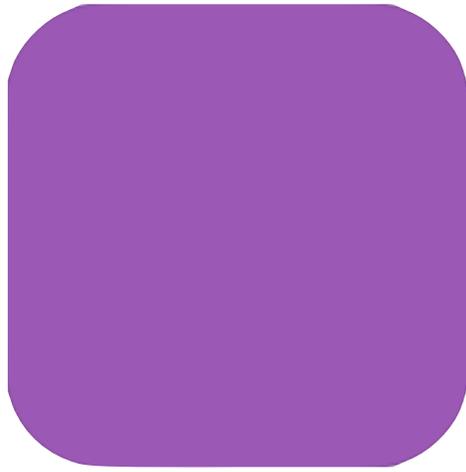




RebelMouse

- 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.



FaceWash™ 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

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