

Social Media in the Digital Age

Presented by: @mcwellons & @jimprosser
#CDDigital

A close-up photograph of a stack of folded newspapers. The papers are yellowed with age and are stacked in a way that shows the edges of many pages. The text 'Where have all the newspapers gone?' is overlaid in white, bold, sans-serif font in the upper right quadrant of the image. The background is blurred, showing more stacks of newspapers.

**Where have all
the newspapers
gone?**

The State of the Newsroom

Newspaper newsroom cutbacks in 2012 put the media industry down 30% since its peak in 2000.

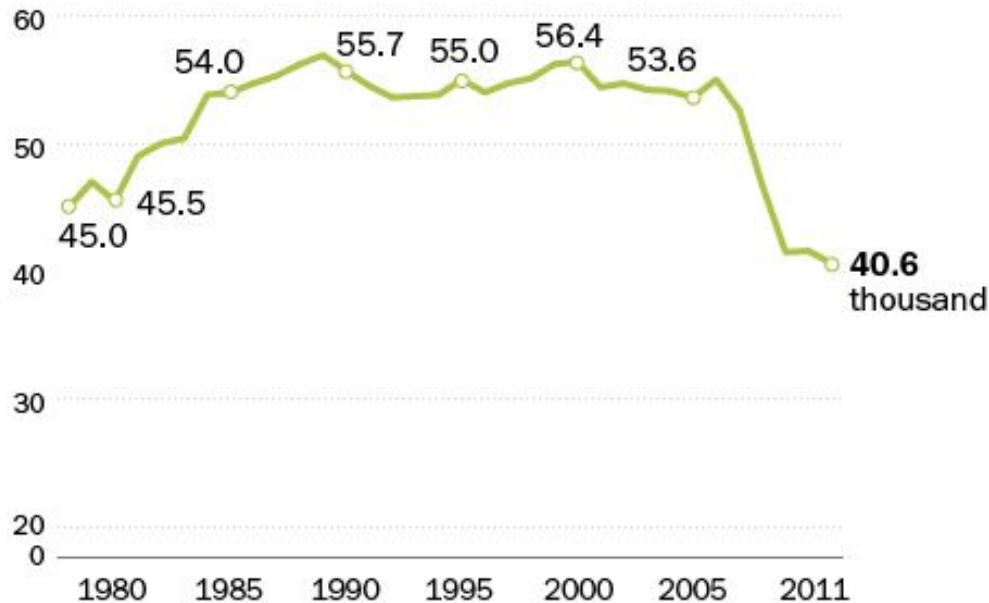
For the first time since 1978, there are **fewer than 40,000** full-time professional employees in the newspaper industry.

Source: Pew Research, State of the News Media 2013

Newspaper Workforce Decline

Newspaper Newsroom Workforce Continues Its Decline

Total number of newsroom workers in thousands



-30%

Percent decline of newsroom staff since 2000, according to 2012 estimates. The industry dipped below 40,000 full-time professionals for the first time since 1978.

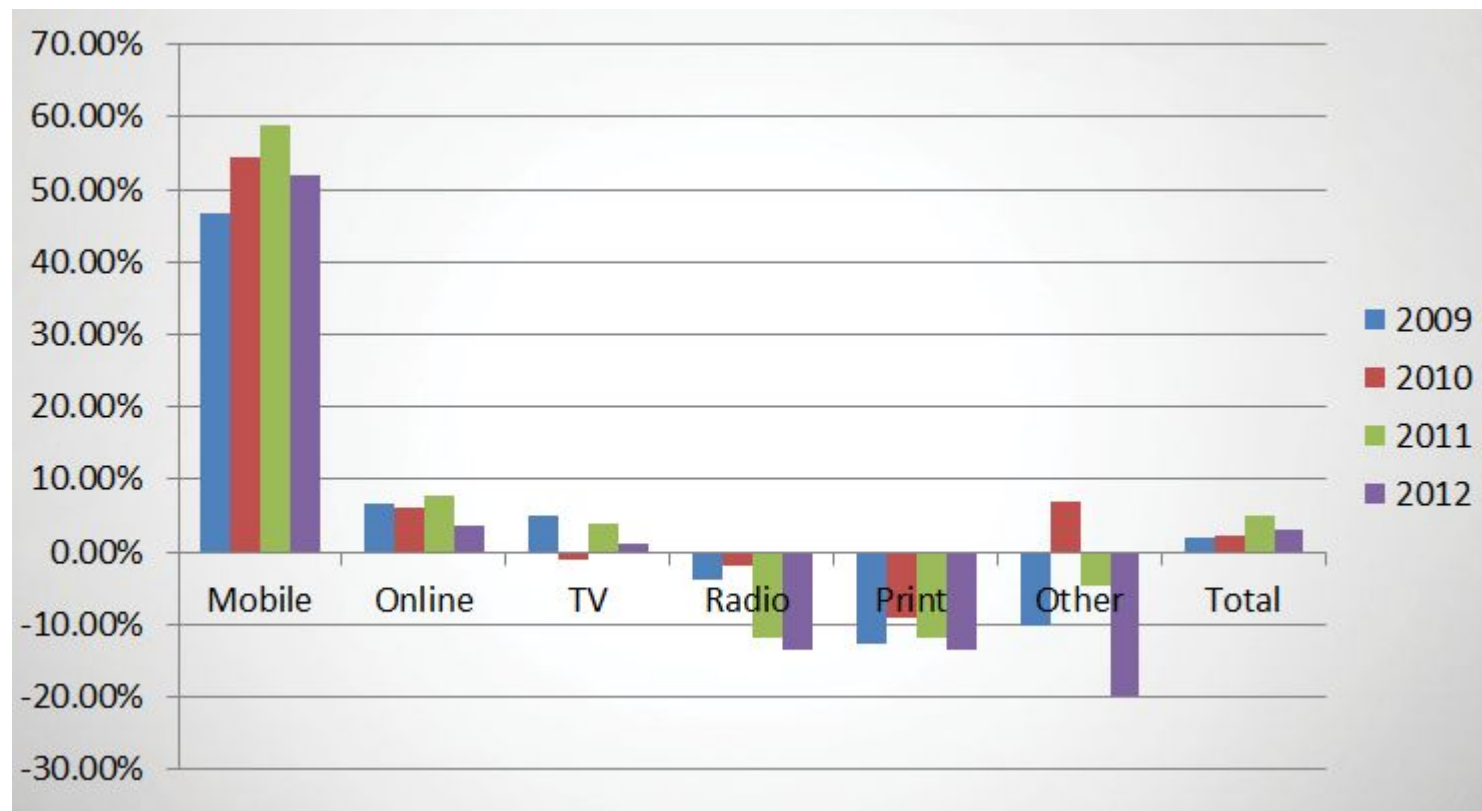


The culprit? Mobile devices & access to free, digital content.



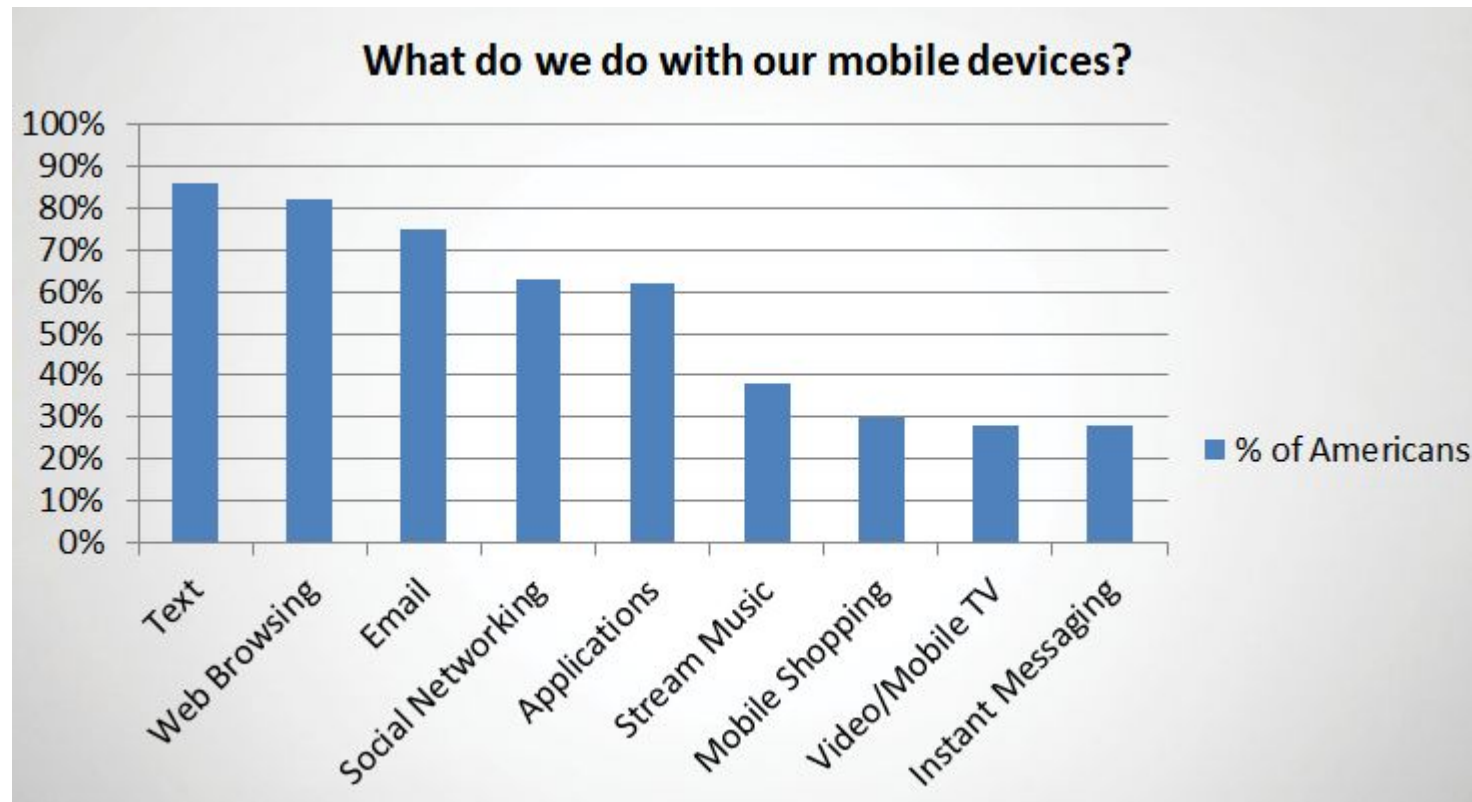
Growth of Avg. Time Spent Per Day With Major Media

Amount of time spent consuming content on mobile is growing at **14x** the rate of desktop web.



Source: eMarketer, October 2012
Numbers based on % change in U.S.

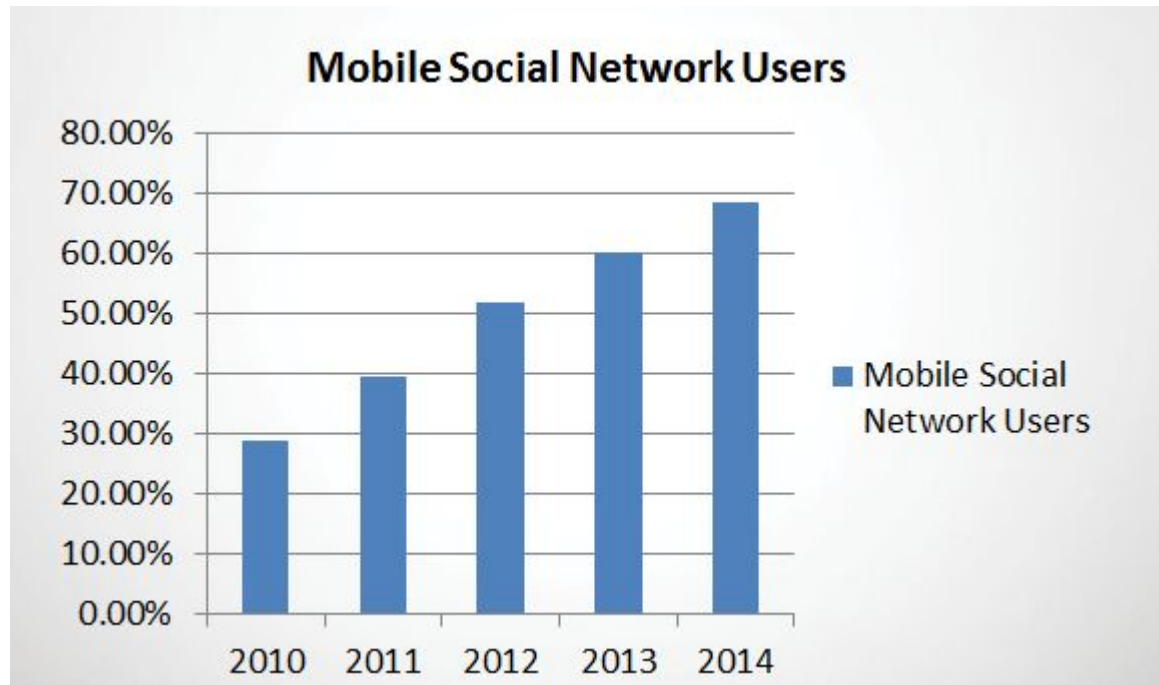
Mobile Activity: Text, Browse, Email & Tweet




Source: Nielsen Global Smartphone Insights, first half of 2012

Social is Mobile

This year, **60% of U.S. social network users** will come in via mobile.



Source: eMarketer: August 2012



15% of adults get their news from friends and family by way of social media

Among 18-29 year-olds, 25% rely on social media for news

Social Media Activity



1 billion+ monthly active users; 82% outside the U.S. & Canada



135 million monthly active users



Over 200 million monthly active users; 70% outside U.S.



27 million monthly actives in 2012



200 million "members" (not monthly actives)



100 million monthly active users



170 million monthly active users



1 billion monthly active users

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1 billion monthly active users



my_site.us

@ STATUS @

authentication
triples



Set

email
links for
number
presence
and sets

→ name email phone number

- o in bed oo
- o going to park



Barack Obama ✓

@BarackObama



Follow

Four more years.

pic.twitter.com/bAJE6Vom

Reply Retweet Favorite



225,399
RETWEETS



Boston to a T

@Boston_to_a_T



Follow

Explosion at coply

pic.twitter.com/EqKbGeWhha

Reply Retweet Favorite More



2,122
RETWEETS

186
FAVORITES



11:50 AM - 15 Apr 13 from Boston, MA

Flag media



John Edwin Mason

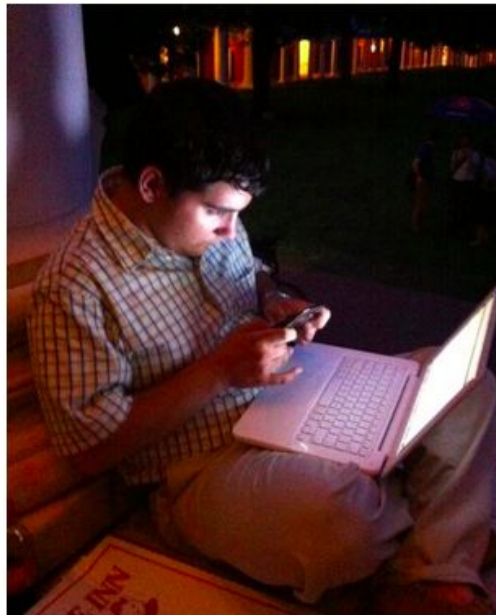
@johnedwinmason



Follow

Still waiting. #UVA Rotunda, Sullivan protest. BOV remains in closed session. No news. pic.twitter.com/BUTJEqpE

Reply Retweet Favorite More



4
RETWEETS

1
FAVORITE



from my heart.

Reply Retweet Favorite More

58,318
RETWEETS

20,951
FAVORITES



10:28 AM - 12 Dec 12 · Embed this Tweet

Follow

ach
for
you

Share

Discover

Promote

Connect

Rich Content

 **Adam Housley** 
@adamhousley

Endeavor stopped for a maple bar
pic.twitter.com/XuHmlQ6m

 Reply  Retweet  Favorite  More



20 RETWEETS 16 FAVORITES



11:27 PM - 12 Oct 12 Flag media

3-4x engagement

for Tweets with photo,
video, or sound.

 **The Bugle**
@hellobuglers

BUGLE ALERT: Bugle 230 is alive -
soundcloud.com/the-bugle/the-... -
containing history's definitive verdict on La
Thatch.

 Reply  Retweet  Favorite  More

 SoundCloud

  The Bugle
The Bugle - The B... 

 35.41

▶ 90760 | ♥ 43 | ↻ 10 | ♡ 2 SOUND CLOUD

The Bugle - The Baroness bows out

What's an appropriate way to give Margaret Thatcher a send off?

Not like this

 **NCAA March Madness** 
@marchmadness

Real-time highlight: @UMichBBall throws it
down with authority! It trails @UofLSports
by only two. #NCAAClamp -
snpy.tv/1478cmY

 Reply  Retweet  Favorite  More

 NCAA March Madness



Michigan throws it down with authority! It trails Louisville by
only...

NCAA March Madness Live 2013

[View on web](#)

Cards

 **Brendan Donohoe** @bdonohoe 1h
This is interesting... t.co/uETCnMDdo8
[Hide Summary](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **The New York Times**

Parade of Stars and Fans for Houston's Funeral
By Sarah Maslin Nir @SarahMaslinNir

The guest list and the parade of limousines with celebrities emerging from them seemed more suited to a red carpet event in Hollywood or New York than to a gritty stretch of Sussex...



[View on NYTimes.com](#)

125 RETWEETS	22 FAVORITES	
------------------------	------------------------	--

5:07 PM - 15 Nov 12 · [Details](#) [Flag media](#)

dev.twitter.com/docs/cards

Discover sources/info

 **BuzzFeed** 
@BuzzFeed

 **Following**

Did Beyoncé Upstage Michelle Obama?
bzfd.it/Xu43Af

 Reply  Retweet  Favorite  More

 **Emily Maynard** 
@EmilyMaynard

 **Follow**

What did you all think of last nights episode?
Check out my @InStyle blog to see my favorites!
news.instyle.com/2013/01/22/the...@Nataliahart

 Reply  Retweet  Favorite  More

8 RETWEETS **34** FAVORITES



5:37 PM - 22 Jan 13

 **StuffJournalistsLike**
@JournalistsLike



One of the biggest decisions in starting a new news outlet? Oxford comma or no? I wonder what journalists, writers, and bloggers think.

 Reply  Retweet  Favorite  More

11 RETWEETS **2** FAVORITES



Search tips

Search for Tweets with photos

filter:images

Search for Tweets from verified users

filter:verified

Search for Tweets from a list

[searchterm] list:username/listname

Search for Tweets with links

filter:links

Search for Tweets near a location

near:[CITYNAME or ZIPCODE] within:10mi

Hashtags

#cddigital



symbol

key word or phrase

Hashtags can increase engagement almost 2x for journalists and 1.5x for news organizations.

Use your real estate



TicketNetwork is a resale marketplace and is not a box office or venue.

Times Sports on Twitter

Follow our reporters, editors and other staff members on Twitter for breaking news and commentary on the latest sports stories.



- [View All Staff Members on Twitter »](#)
- [Follow @nytsports »](#)

MOST POPULAR - SPORTS

EMAILED BLOGGED VIEWED

Kim Kardashian Tops List Of Bing Searches

Reuters | Posted: 11/27/2012 12:46 pm EST Updated: 11/27/2012 6:20 pm EST

Like 17 people like this. Be the first of your friends.

NEW YORK (Reuters) - Kim Kardashian topped the 2012 list of the most-searched person on Bing, the Web search engine said on Tuesday, with Canadian teen pop star Justin Bieber coming in second.

Kardashian, the reality television personality from "Keeping Up With The Kardashians," grabbed the No. 1 spot back from Bieber after she topped Bing's annual list in 2010 and Bieber came in first last year.



Most of His Gifts and Flaws

Social media is social



Martha Raddatz ✓

@MarthaRaddatz



On my way overseas to interview Leon Panetta. What would you ask him? For [@ABCWorldNews](#)

← Reply ↻ Retweet ★ Favorite ⋮ More

3 RETWEETS 1 FAVORITE

4:54 PM - 15 Jan 13

Reply to [@MarthaRaddatz](#) [@ABCWorldNews](#)



GeorgeDSanchez @GeorgeDSanchez

[@MarthaRaddatz](#) [@ABCWorldNews](#) Would James Gandolfini be your first choice to play you or are there others?
Details



pat cunningham @PatCunningham58

16 Jan

[@MarthaRaddatz](#) [@ABCWorldNews](#) No but question for you - why do you need to travel overseas to interview man whos office is in VA? #boondog!

Details ← Reply ↻ Retweet ★ Favorite ⋮ More



Joy Behar ✓

@JoyVBehar



Thank you RT [@sandychair](#): [@JoyVBehar](#) I'm still laughing--thank you for the interview with Mel Brooks & Carl Reiner. You have me as a viewer!

← Reply ↻ Retweet ★ Favorite ⋮ More

Social media is social



Karen Tumulty ✓
@ktumulty
Trying to adapt. Also, national political correspondent for the Washington Post.
Washington, DC · <http://www.washingtonpost.com>

Follow 



7,996 TWEETS
720 FOLLOWING
29,871 FOLLOWERS


Journalists with above-average follower growth send



3x more RTs

than those with below-average growth.

Tweets All / No replies

 **mike murphy** @murphymike 2h
Today is first time in history that GOP prez campaign senior staff mtg is likely to begin with phrase "thank God for the Washington Post!"
 Retweeted by Karen Tumulty
[Expand](#)

 **Karen Tumulty** @ktumulty 3h
New #wapo Poll: meet the new poll; same as the old poll Among likely voters, Obama-Romney close wapo.st/Szo0sP
[View summary](#)

 **Rick Klein** @rickklein 12h
[@gretawire](#) feels like another convention! almost. [@ByronYork](#) [@ktumulty](#) #greta
 Retweeted by Karen Tumulty
[View conversation](#)

Vine

Pete Cashmore ✓
@mashable Follow

Just doing some rearranging around the office...
[#vine](#) [vine.co/v/b5QFFdnqgH9](#)

2:24 PM - 25 Jan 2013



Vine @vineapp

24 RETWEETS 27 FAVORITES

Show personality

WVEC 13NEWS
@13News Follow

“@13NewsLopez: @13CleveBryan #newsvines
#liveshot [vine.co/v/bJYWU9rBjMu](#)”

2:06 PM - 30 Jan 2013



Vine @vineapp

1 FAVORITE

Show process

Additional resources

bit.ly/TwitterForNews

@TwitterForNews

@marksluckie

@ericaamerica

Facebook Size & Scale

- More than 1 billion monthly active users
- 618 million daily active users on average
- 680 million monthly active users who used Facebook mobile products as of December 31, 2012



Facebook Tips

- **Context mix:** Links to articles get old so be sure to include photos + videos
- **Ask Questions:** Run polls + use that content in stories on CD website
- **Host Q&As** with reporters and newsmakers
- **Community:** Tap into Facebook Groups + contribute to the conversation
- **Create interest lists**







Turn on the "follow" feature and share public updates



Nicholas Kristof

✓ Following

Message 

-  Columnist at The New York Times
-  Lives in New York, New York
-  From Yamhill, Oregon
-  Born on April 27, 1959



1 Mutual



589k

2 ▾

About

Friends

Photos 25

Map

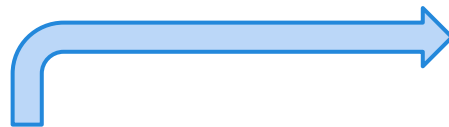
Followers

Facebook for Journalists

- "Like" the Facebook + Journalists page for tips and details on how to use FB in your reporting



Facebook: Reporting Tool



WSJ The Wall Street Journal · 771,278 like this
March 20 at 11:09am · 🌐

We're working on a story about how (or if) employees talk about their pay.

In your experience, is salary information being shared more in the workplace? How would you react to a coworker asking about your salary? Do you think more openness about pay is good or bad - and why?

Like · Comment · Share

81

👍 294 people like this.

💬 View previous comments

48 of 249

WSJ The Wall Street Journal
Yesterday 🌐

Younger workers will tell you how much they earn, upending workplace taboos. <http://on.wsj.com/173ad1e>

This story was partly reported on our Facebook page. Thanks to those who contributed to the original conversation. <http://on.fb.me/10g9KcZ>

What are the risks and benefits of sharing salary information at your workplace?

Illustration: James Yang



Cav Daily on Facebook

- Avoid including long links in your posts
- Shorten links with Bitly
- When there's no compelling thumbnail image available, upload an image and include a shortened link in the status



The Cavalier Daily shared a link.

March 28 

Tuition at UVA will spike in the next couple of years.

<http://www.cavalierdaily.com/article/2013/03/take-a-tuition-hike>



Take a tuition hike

www.cavalierdaily.com

Because of tuition increases, financial aid will become more crucial for many students. It is disappointing that Sullivan's financial plan does not include a more robust defense of AccessUVA.

LinkedIn Tips

- First, join the "[LinkedIn for Journalists](#)" group
- Complete the training for journalists and get a free, 1-year upgrade to LI Executive
- Check out tips for journos here:
<http://learn.linkedin.com/journalists/>
- LinkedIn Today + Influencers
- Pulse



Google+ Tips

- Now that Google more heavily weights social, it's a good idea to post to Google+
- Authorship: Link your Google+ profile to the content you create (for SEO)
- Host hangouts with journalists and newsmakers



Reddit Tips

- Monitor what's top of Reddit for story ideas and potential viral content
- Host AMAs with newsmakers
- BONUS: Founder Alexis Ohanian is a UVA grad



Reddit & Crowdsourcing: The Boston Marathon Bombings



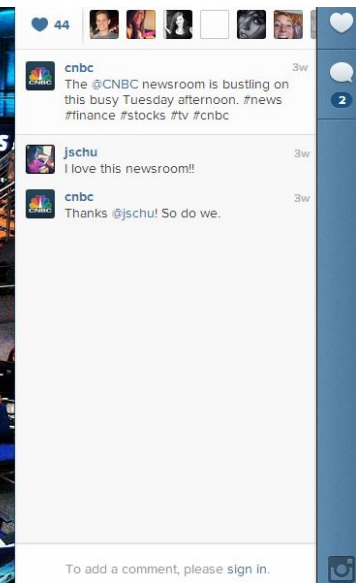
Source: ReutersTV, @antderosa

Social Media & Ethics

- What can we learn from the coverage of the Boston Marathon bombings?
- Being FIRST is not as important as being RIGHT
- Social media content & the vetting process

Instagram Tips

- Create hashtag campaigns around special events
- Build slideshows using submitted photos
- When covering a news story, avoid posting photos with filters



NBC News Hashtag Collections



HASHTAG COLLECTION
#NBCNEWSPICS



3,836



nbcnews

2w

Last week we asked you to share your photos from the National Cherry Blossom Festival in Washington D.C. with the hashtag #NBCNewsPics. Thank you for sharing your photos. This week's featured submissions are from @pinkladydc, @wbossin and @hopeful07. We will announce the next NBC News Hashtag Collection later this week. #CherryBlossoms #CherryBlossom #WashingtonDC #DC #Flowers #Spring



anngays

2w

Beautiful



carol_zyzy

2w

满满的爱。



mariahdelain9

2w

flowers



marexelle

1w

lovely...



tararhiannyn

1w

So pwetty LOL



liamash234

4d

So pretty

To add a comment, please [sign in](#).



42



Storify: Tell Stories w/ Social Content

Storify by CNBC

3 months ago



BUSINESS

Epic Clash of the Titans on CNBC

Investors Carl Icahn and Bill Ackman traded criticism over Herbalife, their relationship and beyond in a clash of the titans on CNBC. The epic conversation sure to be remembered for years to come.

It all began with an innocent tweet from CNBC's Scott Wapner at 11:37a ET this morning:



Who could've known it would turn into this...

Total views: 13,000+

Use embed code and post on your own website for clicks

Flipboard

- More than 500,000 Flipboard magazines created in 2 weeks
- 53 million readers
- 6 billion pages flipped per month
- More than 500,000 magazines created in the last 2 weeks
- Create one!



Organizing Social Content: Hootsuite



- Allows you to monitor all of your social networks including Twitter, Facebook, LinkedIn, Google+, and more
- Manage multiple streams/accounts at once
- Add tracking codes to generate analytics
- Schedule posts for social campaigns + nights/weekends

Organizing Social Content: Tweetdeck



- Manage your Twitter feed in real-time
- Create and monitor multiple lists at one time
- Track trending topics of interest
- Schedule tweets for future events

Social Analytics

- What are your social media goals?
- Based on those goals, what analytics tool will best serve your needs?
- Once you have the data, what will you do with it?

Social Analytics Tools

Trendrr

Simple Reach

Crimson Hexagon

Topsy

Hashtracking

SocialFlow

Simply Measured

Bit.ly

Chartbeat

Shoutlet

Pinfluencer

Social Bro

Twitter Analytics

Facebook Insights

Social Media Resources

- Sign up for a free @muckrack account and get daily digests of top journalists' Tweets
- Use MuckRack.com as a way to find journalists by company or beat
- Curation tools via Daily Tekk
- Journalist's Toolbox:
<http://www.journaliststoolbox.org/>
- Sree Sreenivasan's Social Media Guide:
<http://sreetips.tumblr.com/post/342517218/socmedia>
[a](#) + follow @Sree!

Social Media Brainstorm

