Tweet Tips

Using Twitter to your advantage

Today’s speakers:
@David_Mayberry, Casper
@irenemckisson, Tucson
@TerylFranklin, Madison
@nwi_RobertB, Munster
J.P. Cratty, Davenport
Guy Davis, Davenport

11 a.m. Central, Friday, Aug. 23
2 p.m. Central, Wednesday, Aug. 28
Thanks for tweeting!


- Why tweet?
- Skills and best practices
- Avoid the twitfalls
Thanks for tweeting!


- Text-based (but not specific) social media service
- Tweets, the messages, are limited to 140 characters.
- 200 million active users
- More than 1 billion searches each day
Why tweet?

Because everyone else is doing it.

- In the U.S. nearly 1 in 5 (18%) use Twitter, with 59 million U.S. users considered active.

- 36% of those with Twitter accounts use them to follow news organizations or journalists.

- From May - July 2013 across Lee, there have been over 1 million clicks on Twitter links leading back to our websites.

- Referral traffic from Twitter has increased 57% year-over-year, and ranks 6th among all website referral sources.

Who uses Twitter
% of internet users who use Twitter

<table>
<thead>
<tr>
<th>All internet users (n=1,895)</th>
<th>18%</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Men (n=874)</td>
<td>18</td>
</tr>
<tr>
<td>b. Women (n=1,021)</td>
<td>17</td>
</tr>
<tr>
<td>Race/ethnicity</td>
<td></td>
</tr>
<tr>
<td>a. White, Non-Hispanic (n=1,331)</td>
<td>14</td>
</tr>
<tr>
<td>b. Black, Non-Hispanic (n=207)</td>
<td>27</td>
</tr>
<tr>
<td>c. Hispanic (n=156)</td>
<td>28</td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>a. 18-29 (n=395)</td>
<td>30**</td>
</tr>
<tr>
<td>b. 30-49 (n=542)</td>
<td>17</td>
</tr>
<tr>
<td>c. 50-64 (n=553)</td>
<td>13*</td>
</tr>
<tr>
<td>d. 65+ (n=356)</td>
<td>5</td>
</tr>
<tr>
<td>Education attainment</td>
<td></td>
</tr>
<tr>
<td>a. Less than high school (n=99)</td>
<td>16</td>
</tr>
<tr>
<td>b. High school grad (n=473)</td>
<td>15</td>
</tr>
<tr>
<td>c. Some College (n=517)</td>
<td>20*</td>
</tr>
<tr>
<td>d. College + (n=790)</td>
<td>19</td>
</tr>
<tr>
<td>Household income</td>
<td></td>
</tr>
<tr>
<td>a. Less than $30,000/yr (n=417)</td>
<td>15</td>
</tr>
<tr>
<td>b. $30,000-$49,999 (n=320)</td>
<td>16</td>
</tr>
<tr>
<td>c. $50,000-$74,999 (n=273)</td>
<td>20</td>
</tr>
<tr>
<td>d. $75,000+ (n=155)</td>
<td>22*</td>
</tr>
<tr>
<td>Urbanity</td>
<td></td>
</tr>
<tr>
<td>a. Urban (n=649)</td>
<td>21*</td>
</tr>
<tr>
<td>b. Suburban (n=889)</td>
<td>18*</td>
</tr>
<tr>
<td>c. Rural (n=351)</td>
<td>11</td>
</tr>
</tbody>
</table>

Why tweet?

You have valuable information - share it

- **Reporters:**
  - Report live from scheduled or breaking news
  - Incorporate multimedia elements into your storytelling

Twitter fits well into our digital-first standards and practices: It’s fast, it’s useful, it’s social.

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**Becky Pallack:** @BeckyPallack

- Here’s the Prescott Fire truck that brought Bill Warneke’s body home to Marana. [pic.twitter.com/fuURJppeW3](https://twitter.com/BeckyPallack/status/1020618016099453952/photo/1)  
  - View photo

- Firefighters getting hugs now. Thanks for your service. #Prescott19 [pic.twitter.com/SkNkz8Ox7k](https://twitter.com/BeckyPallack/status/1020618016099453952/photo/1)  
  - View photo

- Thunder sounds and a gusty wind blows as the service for hotshot firefighter William Warneke concludes. #Prescott19 [pic.twitter.com/5zX1mzqZ65](https://twitter.com/BeckyPallack/status/1020618016099453952/photo/1)  
  - View photo

- Now is the traditional pinning of badges on the casket. Doves are released. #Prescott19 [pic.twitter.com/5zX1mzqZ65](https://twitter.com/BeckyPallack/status/1020618016099453952/photo/1)  
  - View photo

- Bells are ringing and the bagpipes begin playing “Amazing Grace.” #Prescott19 [pic.twitter.com/5zX1mzqZ65](https://twitter.com/BeckyPallack/status/1020618016099453952/photo/1)  
  - View photo

- The traditional last call is echoing on emergency radios all around. Tucson thanks you. #Prescott19 [pic.twitter.com/5zX1mzqZ65](https://twitter.com/BeckyPallack/status/1020618016099453952/photo/1)  
  - View photo

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*LEE ENTERPRISES*
Twitter fits well into our digital-first standards and practices: it’s fast, it’s useful, it’s social.

- **Photographers:**
  - Share images in a fast, efficient manner
  - Offer behind-the-scenes images that wouldn’t otherwise be seen

**Why tweet?**

You have valuable information - share it
Why tweet?

You have valuable information - share it

Twitter fits well into our digital-first standards and practices: it’s fast, it’s useful, it’s social.

- **Editors**
  - Promote your employees’ work
  - Engage readers beyond the letters pages
Why tweet?

It showcases beat work you’re already doing and drives traffic to your sites.

The Wisconsin State Journal saw the impact of real-time reporting with Twitter during massive labor union protests in Madison in early 2011.

Reporter Mary Spicuzza had about 500 followers before the protests. She now has over 4,700. Twitter can:

- Establish your staffers as authorities on their beats.
- Drive traffic back to your website by tweeting links.
Why tweet?

Twitter is one of the best tools for breaking news

- Conveys information immediately.
- Can feed live blogs by automatically pulling specific Twitter accounts and hashtags into ScribbleLive.
- Allows staffers to stay in the field while telling the story.

One of the State Journal’s live blogs during the Capitol protests drew more than 24,000 people over two days. Web traffic during that time was up 140 percent to 150 percent over prior year.
How to find story ideas on Twitter

- **Monitor.** Watch what people are talking about. Look for breaking news and trends.
- **Keyword searches.** Try searching your city or other words relevant to your beat. (In the Twitter search bar, try using near:yourcity to find tweets by people in your area.)
Skills & best practices

Gathering story ideas and cultivating sources

How to find story ideas on Twitter

#Hashtags. Keep an eye on the hashtags trending in your area. Use consistent hashtags in your own tweets to create a conversation.
Skills & best practices

The ideal tweets

Becky Malkovich
@beckymalkovich

Police are investigating a possible robbery at the Cash Store in West City.
pic.twitter.com/akD7iByEuf

- Attach photos and videos to your posts.
- Tweet links to your own work. Rewrite the headline. Make readers want to click.
Skills & best practices

The ideal tweets

- Be conversational. Respond to readers.
- Get social. Don't solely post links to your own content.
- Don't use texting terms or jargon.
Skills & best practices

The ideal tweets

- Use a link shortener, like bit.ly, to track your traffic
- Twitter will automatically shorten longer links
Skills & best practices

The ideal tweets

- Tag people you're talking about. (Instead of Irene McKisson, @irenemckisson)

- Use a hashtag to group tweets on a topic. (#border, #election, #Badgers)
Skills & best practices

The ideal tweets

- Give followers a heads up when you're planning to live tweet.
- Don't link your Facebook account.
Skills & best practices

Tips for retweets

- Retweet your co-workers' good work.
- Retweet content relevant to your beat.
Skills & best practices

Tips for retweets

- Retweet positive comments from readers.

- Avoid the retweet button. Instead, retweet with a new comment.
Vine is an easy-to-use app that is available on iPhone and Android.

**What is Vine?** A mobile app that allows users to create and share looping 6-second videos.

**Cost?** Free.

**How?** The app records video when you touch the screen, allowing for either continuous play or freeze-frame presentation.

**Friendly to CMS?** Yes. But first...
A recent update to the app included some easy and some fun changes…

And again, it’s a great way to incorporate multimedia into your stories and a way to gather new users to your website.
Vine is an easy-to-use app that is available on iPhone and Android.

**GRID:** The grid icon on the bottom allows the user to see the display in a grid format and focus the mobile device's camera on that section when recording.
Vine is an easy-to-use app that is available on iPhone and Android.

**TARGET:** The target allows the user the same focusing option without the grid and also adjusts lighting accordingly. This might be useful in badly lit gymnasiums or football fields or around a group of annoying TV cameras.
Skills & best practices

Vine is an easy-to-use app that is available on iPhone and Android.

**GHOST:** This option layers the different freeze frames the user records. I'm open to suggestions on its use for our journalism applications, but it is fun to play with.
Skills & best practices

Vine is an easy-to-use app that is available on iPhone and Android.

**ROTATE:** This option changes which lens records the Vine. Think of this as a 6-second selfie. Utilize it for personalized updates from where you’re reporting.
Skills & best practices

Vine is an easy-to-use app that is available on iPhone and Android.

**SHARE:** Once you've recorded at least a couple of the 6 seconds (you don't need to fill the entire 6 seconds), share it. Again, utilize hashtags and links if possible.
Skills & best practices

Vine is an easy-to-use app that is available on iPhone and Android.

**CHANNELS:** This list of available channels for Vines is growing, and those applicable to your beats are easy to find.
Vine is an easy-to-use app that is available on iPhone and Android.

OUTCOME: The Vine appears on Twitter just like any other tweet, with a vine.co URL assigned to the Vine to direct followers to the video. Again, note a URL directing the follower to a Lee web page and the use of a hashtag.

Great...now what?
This is how Vines appear on a desktop. Note the volume control in the top left corner, the body of the tweet on the right side and a profile of the Viner above that. At the bottom, note options to retweet the Vine and to embed it. The embed option is what you need to add this to your TCMS and CMS assets.
After clicking on the Embed button, this screen gives you two options for presenting your Vine. **Simple** (left) offers a clean frame and overlays the related tweet information. **Postcard** (left) adds a frame and places the tweet in the bottom portion of the card.
The HTML code needed for Blox is located beneath the Vine. Copy (control+C) all of that text.
Moving your multimedia elements into CMS

In Blox, create an HTML asset.
Skills & best practices

Moving your multimedia elements into CMS

Paste the HTML text you copied from the Vine Embed button into the HTML field. At the very least, you’ll also need a Title for the HTML asset (top left corner).

TIP: In Casper, we adjust the width and height settings from 600 to 525.
After saving and closing the HTML asset, you can now drag and drop the HTML asset anywhere in the Body Copy of the Article asset.
Skills & best practices

Moving your multimedia elements into CMS

It displays like this in Blox.
And after web publishing, it appears on the site like this.

Skills & best practices

Moving your multimedia elements into CMS
Skills & best practices

Moving your multimedia elements into CMS

What about other tweets? What about other apps? If they have embed buttons or options, they will work much the same.

Here's another example from Tucson:
Skills & best practices

Moving your multimedia elements into CMS: Instagram example

Find your Instagram account or the account of the photo or video you want to embed on the web at www.instagram.com/accountname
Skills & best practices

Moving your multimedia elements into CMS: Instagram example

Note the similar format as Vine, with the Embed option in the bottom right corner.
Skills & best practices

Moving your multimedia elements into CMS: Instagram example

After clicking on that button, copy the text/code.
In Blox, create an HTML asset, paste the HTML code and fill in the other fields.

Skills & best practices

Moving your multimedia elements into CMS: Instagram example
Skills & best practices

Moving your multimedia elements into CMS: Instagram example

Drag and drop the HTML asset into the Body Copy field of the Article asset.
Skills & best practices

Moving your multimedia elements into CMS: Instagram example

Stranded family

1 minute ago • Mike Christy Arizona Daily Star

Tucson Fire safely rescued this stranded family on South Houghton Road, just north of East Valencia when flood waters overtook the roadway.

This is what the HTML asset looks like on the site.
Skills & best practices

Moving your multimedia elements into CMS: Instagram example

This is the Article asset with the HTML asset embedded into it.
Skills & best practices

Moving your multimedia elements into CMS: Tweet examples

For a tweet, simply click on ‘More’ and select ‘Embed Tweet.’
Skills & best practices

Moving your multimedia elements into CMS: Tweet examples

One of several good examples of embedded tweets from Decatur.

Michelle Stephens
@mstephen

Listening to three adorable geeks squeeing because they just got a photo with Darth Vader. #dceleb

5:17 PM - 2 Aug 2013
Twitter management: two tools to make it easier

Two services, available through their websites or through free downloadable apps, can help you manage your tweets, your correspondence with followers and your searches for sources and stories: TweetDeck and HootSuite.
## Skills & best practices

<table>
<thead>
<tr>
<th>TweetDeck</th>
<th>Built-in link shortener</th>
<th>Add photo</th>
<th>'Peak time' tweeting</th>
<th>Manage multiple accounts</th>
<th>iPhone/iPad apps</th>
<th>Auto loads tweets</th>
<th>Easily edit RTs</th>
<th>Search/Filter</th>
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Skills & best practices

Twitter management: TweetDeck examples

- Jones on choosing #Wyoming: "It was a beautiful place, the people are genuine and I really like the team and coaches." #gowyo #wyosports
- Forever Utley
- Dan Cepeda @dancepe... 6m .@BeschlossDC An absolutely fascinating piece of video history. Wow. #nixon
- Robert Gagliardi @rg... 8m Jones averaged 12.2 ppg, 8.8 RPG as a junior. Rivals ranked him as third beat recruit in Nevada. Had offer
- InciWeb @inciweb #PowerFire #CA #CART 1.usa.gov/14dPNmg Power Fire: August 8, 2013 8:19 a.m. Stanislaus National Forest Fire Information 195
Skills & best practices

Twitter management: TweetDeck examples
Skills & best practices

Twitter management: TweetDeck examples
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Twitter management: TweetDeck examples
Skills & best practices
Skills & best practices

Create a new list, or select an existing list to edit or add a column.
Avoid the twitfalls

Dealing with followers - the good and the bad

Joe Ferguson
@joeferguson

Thanks to @calebbarlow @RobertMcDaniel_ @mimmospizza @Ferncoyote @LaneMandle for following me and my #PimaSupes tweets for @StarNet

11:09am · 14 Aug 13 · web

1 FAVORITE

- Be kind. Say please and thank you.
- Be professional.
- Be conversational. Being human goes a long way toward diffusing a tense situation.
Avoid the twitfalls

Dealing with followers - the good and the bad

- Show readers you are listening, even if that's just favoriting a tweet.
- Correct any errors.
- Don't get into ugly back-and-forths on Twitter. Stop responding if it's headed that way.
Avoid the twitfalls

Dealing with followers - the good and the bad

- Golden rule: Treat others as you would like to be treated. Imagine they are standing in front of you.

- Don’t feed the trolls. These are people who will try to bait you into responding. Don’t do it.

- Don't engage with people who tweet abusive, bigoted, obscene and/or racist comments.
Avoid the twitfalls

Media critiques: avoid them

- We’re the best at what we do when we’re covering our communities.
- Think, pause, and think again before you tweet.
- Ask a colleague to read the tweet before you hit Tweet.
Avoid the twitfalls

Your Twitter account = a yard sign

Jeremy Fugleberg
@jerenergy
FOLLOWS YOU
Asst. managing editor for @CSTribune in Wyoming. I tweet Wyo/energy/cool news and views. I own a quadcopter. My email: jeremy.fugleberg@trib.com
Casper, Wyoming · trib.com

Tom Mulhern
@TomMulhernWSJ
Covering Badgers football since 1999 for Wisconsin State Journal. Before that, 12 years of the Green Bay Packers for various newspapers.
Madison, Wisconsin · host.madison.com/sports

Becky Pallack
@BeckyPallack
FOLLOWS YOU
Tucson, AZ, USA · azstarnet.com

Penny Weaver
@PennyWeaver
I'm tweeting mostly in conjunction with my columns and work as News Editor at the newspapers, jg-tc.com.
Mattoon, IL
Tweet Tips

Utilizing Twitter to your advantage: Tell us what you learned at #DigitalLee

Comments or questions?

Thank you.