Just Hashtag It: Social Media & your publication

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- Be Social

  - Top 3
    * Facebook
    * Twitter
    * Instagram
  - Interact with your reader
  - Promote your publication
    * Don't make it only you promoting links
  - Make connections with local people
  - Model Prof. Publications
    * If the prof. do it, so should you
    * Do what others do
  - Get noticed
    * Local accounts will RT you
  - Story ideas
    * Collect them from your readers
    * Find Sources
  - Break news faster
    * Tweet school cancelations quickly
  - Impress judges
    * Judges will look for you social media

- Facebook

  - Grab your community
    * Facebook is not dead
    * Great for pushing content
      · People will click your links
      · Expands audience
  - Photo contests

- * "Cutest Couple"
  * Draws a larger audience
  * Careful: Leads to drama
- − Promote print/online publications
  * "Tomorrow is paper day"
  * "Check out this teaser"
- − Tag photos
  * Expands audience
  * Put your photos on Facebook, tag a few people, the rest of the group will tag the rest
  * Forces people to like the page in order to like the photo

- • Twitter
  - − Be short
    * Some of the best wiring is short & brief
    * Engagement is huge
  - − Curate tweets
    * RT other people
    * Ask your interviewees what their Twitter handle is
  - − Hashtags
    * Use the hashtags your student body is using
    * Start Hashtag if you need to
      · When people talk about things, that's news.
      · What are people angry about? Write/Tweet about it.
  - − Do not over tweet
    * No more tweets than 5 per hour, not including live tweets
  - − Live Tweeting
    * Sports
      · Scores, tweet scores
      · Create sports only Twitter account
      · People will get angry if you flood main account with sports
      · Add multimedia
      · Be accurate
    * Speakers
      · Tweet quotes

- ∗ Assemblies
- ∗ Any school event
  - · Anywhere you can use a cell phone
- ∗ Why?
  - · Gains follower

- Storify
  - Use it
  - Write a story using social media content
    - ∗ Allows you to curate social media content across platforms
    - ∗ Allows you to write your own content in between tweets/statuses/etc.
    - ∗ Ex. NBC's Olympic coverage, New York Times

- Instagram
  - Where the people are
  - Allows you to be mobile
    - ∗ No longer waiting for stories to go up
    - ∗ Teasers
  - Use video, not just pictures
    - ∗ It's a feature, use it.
  - If it is about story, link to story
  - Let someone take over your Instagram account
    - ∗ Trust, trust, trust
    - ∗ Make sure guest knows hashtag
    - ∗ Post intro photo where the takeover is announced
  - #tbt with teachers
    - ∗ Or other content that no one else can get
    - ∗ EXCLUSIVE

- The Hashtag
  - Most important thing
  - Allows for
    - ∗ Sourcing
      - · Finding people
    - ∗ Searching

- ∗ Engagemnt
- ∗ Create a school hashtag
  - · Make sure it's unique
  - · Allows you to generate a list of content
  - · People will use it knowing that you'll see it
  - · Use it consistently
- ∗ Contests/Games
  - · Make sure you do this
  - · Give away free tickets
  - · Always have a prize
  - · gomoxie.org - Allows you to get free tickets & free stuff
  - · Have more than one prize