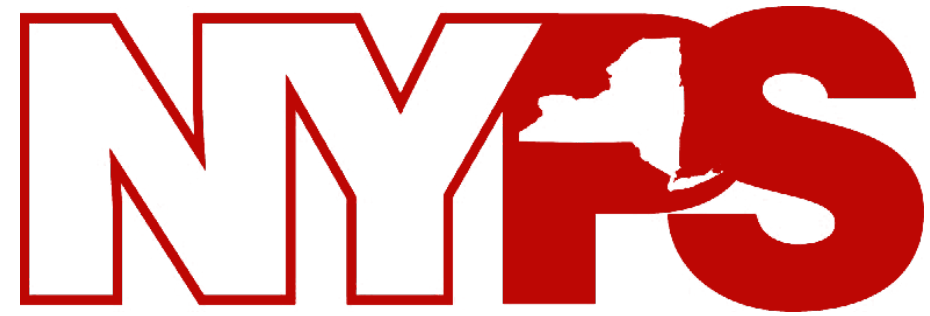




Damian Radcliffe

April 2023

MOVING BEYOND TWITTER/X AND FACEBOOK: SOCIAL MEDIA FOR LOCAL NEWS PROVIDERS

Tips and Tricks for navigating this ever-changing landscape

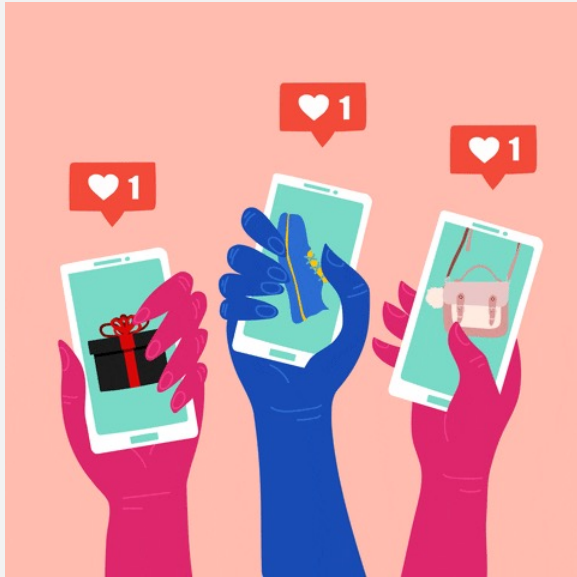
SESSION OUTLINE

In a world where social media platforms continue to shape public opinion and news consumption habits, it is imperative for local news organizations to adapt and thrive.

This talk will feature a deep dive into the latest trends, challenges, and opportunities presented by social media.

Today we will learn how to leverage these platforms to enhance engagement, build trust, and foster more informed communities.





INTRODUCTIONS

- Your Name
- Group/Paper(s)
- Which social channels your outlet(s) use
- What you want to get out of today



PLAN FOR TODAY

1. Where we have come from
2. Where we are today
3. Implications for your newsrooms
4. How to harness social media
5. Looking ahead



I. HOW WE GOT HERE

REMEMBER THESE...

First... a little history







Who's Viewed Me?

- Add Your Address Book
- New Birthdays
- New App Invitations
- New Horoscope
- Send Money

My Games



Tell your friends what you're doing right now...

Major reformation of Friendster on May 31. What's new?

2011-05-04T13:39:24Z 0 View All

Shoutout

Activity Stream All Events



Friendster Support — Guys to see a DEMO Video on how to use the exporter app, please see Friendster Support Profile. If you have questions please see bit.ly/ejmcq9 for (FAQs). or email at help@friendster.com2011-05-05T10:14:54Z



yuli ternyata masih inget wat buka fs hehehehehe....
2011-05-05T10:32:15Z



Remtexs add me pliss
2011-05-05T11:58:09Z

Write a comment...



bhe jessi3 is now friends with **REYMAR ABA**
2011-05-05T10:08:14Z



Birthdays



j0y
May 5th
Send Gift



Poll Crist...
May 25th
Send Gift

More

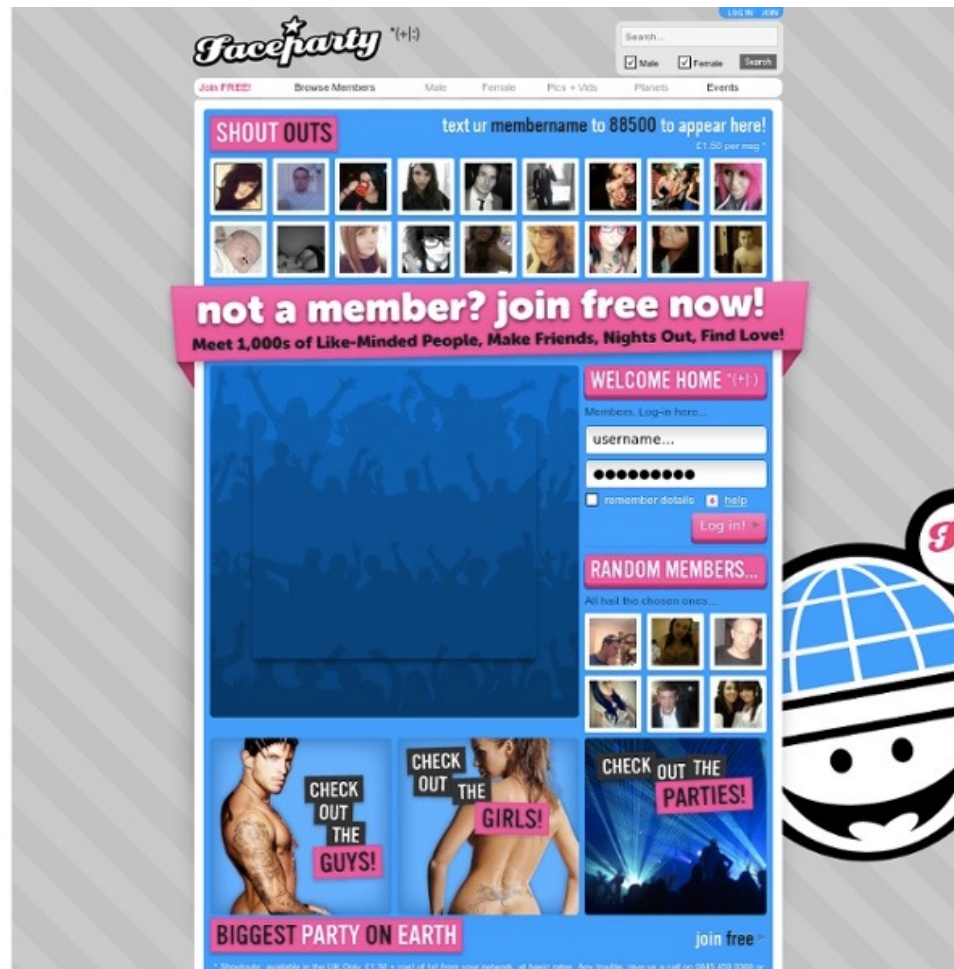
Latest Bulletins



Cno pde katext na matino kausap? PM nyo ko. I'll send you my number.
2011-04-20T07:08:45Z fred



Cno pde katext na matino kausap? PM nyo ko. I'll send you my number.



The social network for meeting *new people :)*

Millions of people are having fun and making new friends on Tagged every day. You can too!



Login with Facebook

or

Sign up with your
email today!



Join Free!

Over 100 million people here

First Name:

Last Name:

Gender:

☒ Male

☐ Female

Birthday:

Month ▼

Day ▼

Year ▼

Email:

Password:

Sign Up

Meet People

Meet new people, make new friends, and maybe even find love!



Play Games

Play social games with other people and have fun together!



Share Interests

Chat with people who share your interests, passions, and hobbies!



Tom



":-)"

Male
32 years old
Santa Monica,
CALIFORNIA
United States

Last Login:
12/11/2007

Mood: busy 😊

View My: [Pics](#) | [Videos](#)

Contacting Tom

- | | |
|---------------------------------|-----------------------------------|
| Send Message | Forward to Friend |
| Add to Friends | Add to Favorites |
| Instant Message | Block User |
| Add to Group | Rank User |

MySpace URL:

<http://www.myspace.com/tom>



Tom's Interests

General	Internet, Movies, Reading, Karaoke, Language, Culture, History of Communism, Philosophy, Singing/Writing Music, Running, Finding New Food, Hiking, Travel, Building alternate communities
Music	Bands: Beatles, Superdrag, Jackson 5, Weezer, Sex Pistols, The Carpenters, Vain, Radiohead, Teenage Fanclub,

Tom testing out the new status

Tom's Latest Blog Entry [[Subscribe to this Blog](#)]

myspace updates! ([view more](#))

new homepage look ([view more](#))

what's going on with friend counts? ([view more](#))

extended network ([view more](#))

am i online? ([view more](#))

[\[View All Blog Entries\]](#)

Tom's Blurbs

About me:

I'm Tom and I'm here to help you. Send me a message if you're confused by anything. **Before asking me a question, please check the FAQ to see if your question has already been answered.**

I may have been on your friend list when you signed up. If you don't want me to be, click "Edit Friends" and remove me!

Also, feel free to tell me what features you want to see on MySpace and if I think it's cool, we'll do it!

Who I'd like to meet:

I'd like to meet people who educate, inspire or entertain me... I have a few close friends I've known all my life. I'd like to make more.

[COMMENT](#)

[ADD TO PROFILE](#)

[MORE FROM USER](#)



imgflip.com

A sphere composed of various social media icons, set against a dark background with white speckles. The icons include Facebook, Twitter, YouTube, and many others. A white rectangular box is overlaid on the sphere, containing the text "ANY OTHERS?".

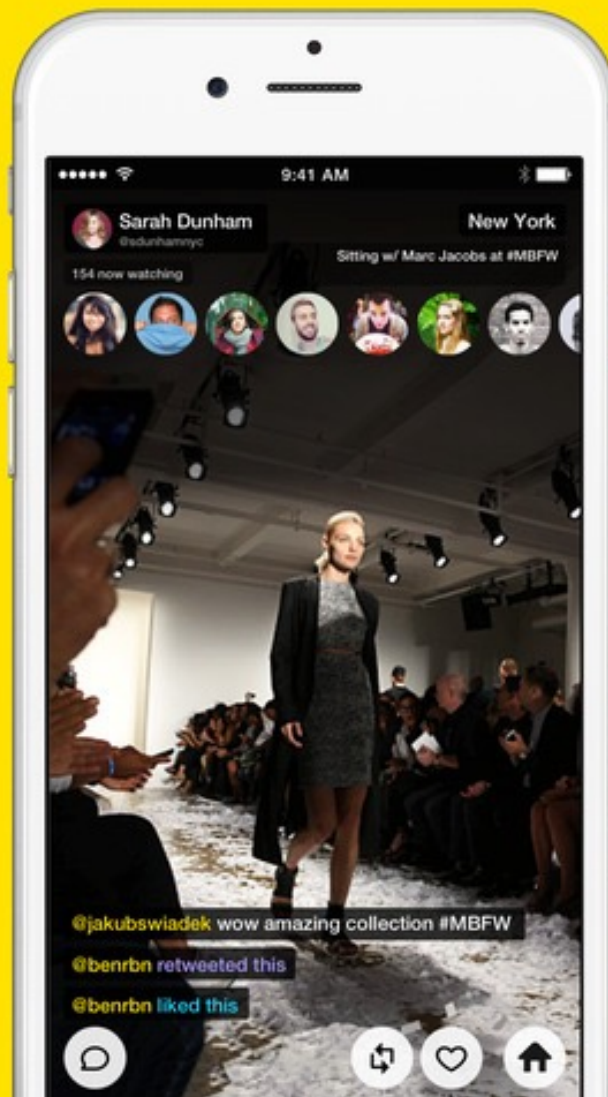
ANY OTHERS?

Meerkat

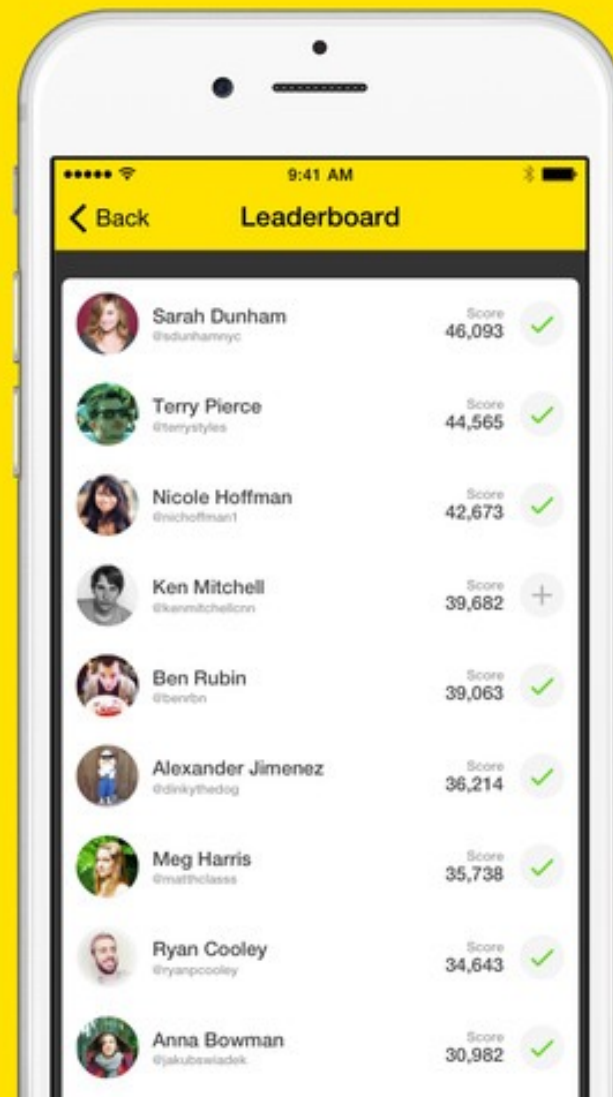
Instantly stream live video to your Twitter followers.



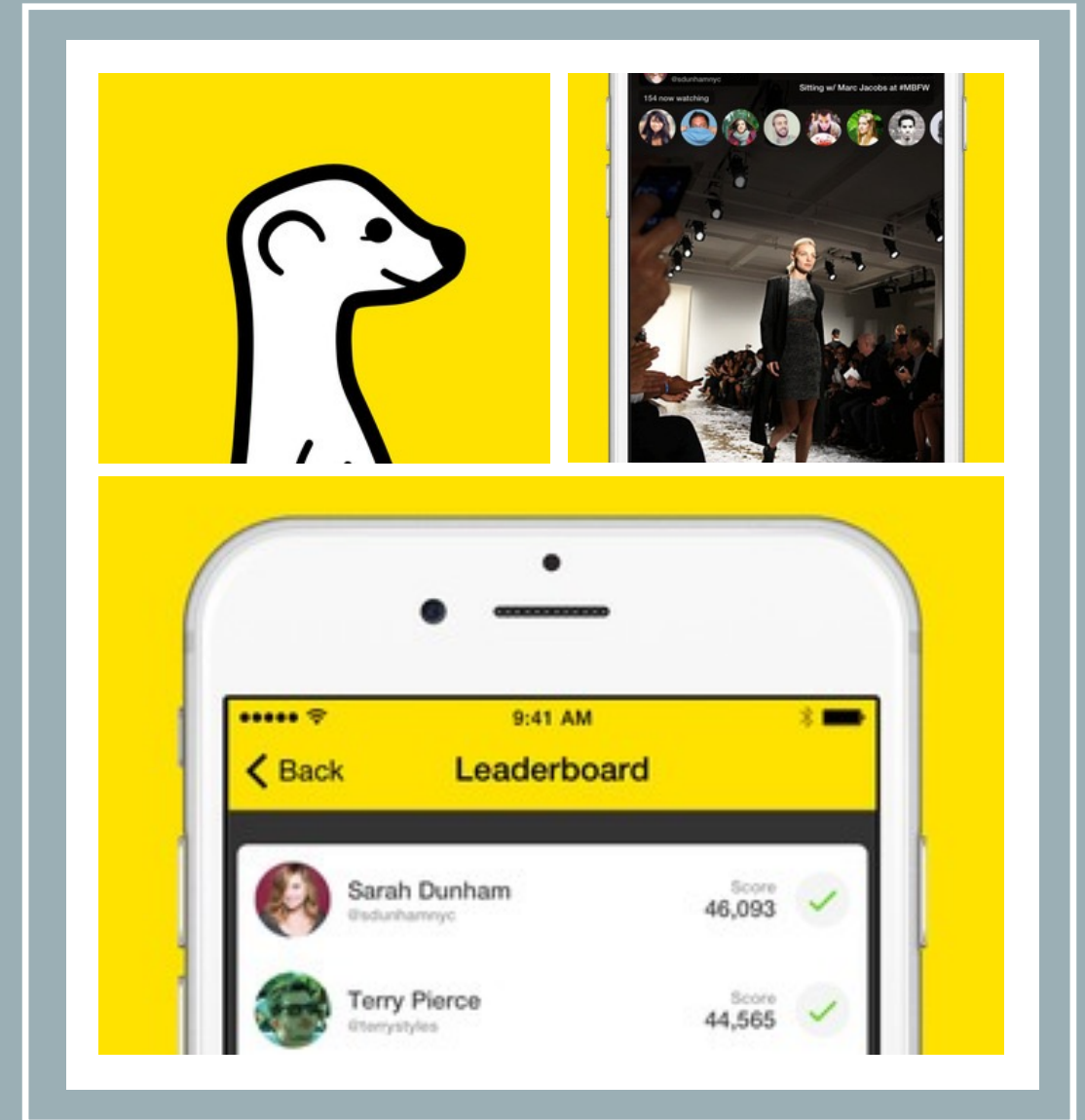
Create a live conversation that takes place on Twitter.

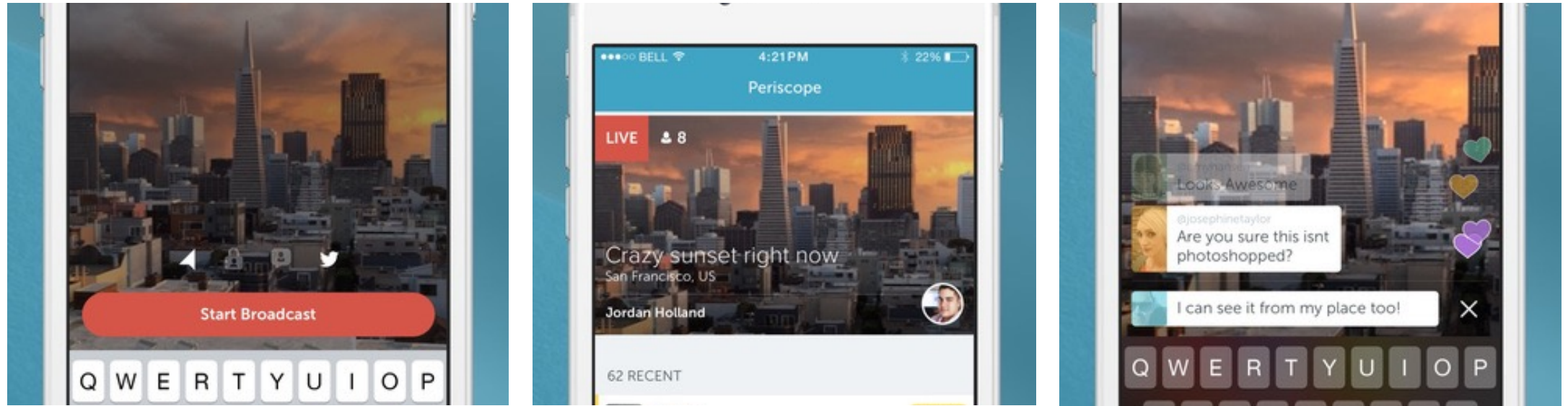


Discover trending users and events around the world.



- The live-streaming app Meerkat was removed from the App Store and Play Store on October 4, 2016, and all services have since stopped.
- The app's website now redirects to Houseparty, a new app developed by the same company.
- That site was delisted from the app stores in October 2021.





PERISCOPE: DISCONTINUED 31ST MARCH 2021



If you want to visit a real
graveyard this Halloween,
just log back in to
Google Plus.



som^{ee}cards





2. SOCIAL MEDIA + DIGITAL TODAY

JAN
2024

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



TIME SPENT USING
THE INTERNET



GWl.

6H 40M

YEAR-ON-YEAR CHANGE
+0.8% (+3 MINS)

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



Meltwater

3H 06M

YEAR-ON-YEAR CHANGE
-8.2% (-17 MINS)

TIME SPENT USING
SOCIAL MEDIA



GWl.

2H 23M

YEAR-ON-YEAR CHANGE
-5.5% (-8 MINS)

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



1H 41M

YEAR-ON-YEAR CHANGE
-22.2% (-29 MINS)

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



we
are
social

1H 25M

YEAR-ON-YEAR CHANGE
-12.8% (-13 MINS)

TIME SPENT LISTENING
TO BROADCAST RADIO



GWl.

0H 50M

YEAR-ON-YEAR CHANGE
-15.5% (-9 MINS)

TIME SPENT LISTENING
TO PODCASTS



KEPIOS

0H 49M

YEAR-ON-YEAR CHANGE
-20.3% (-13 MINS)

TIME SPENT USING
A GAMES CONSOLE



1H 02M

YEAR-ON-YEAR CHANGE
-16.7% (-12 MINS)

JAN
2024

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL
MEDIA USER IDENTITIES



5.04
BILLION

QUARTER-ON-QUARTER CHANGE
IN SOCIAL MEDIA USER IDENTITIES



+1.5%
+75 MILLION

YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA USER IDENTITIES



+5.6%
+266 MILLION

AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



2H 23M
YOY: -5.5% (-8 MINS)

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



6.7
YOY: -6.9% (-0.5)

SOCIAL MEDIA
USER IDENTITIES vs.
TOTAL POPULATION



62.3%

SOCIAL MEDIA USER
IDENTITIES AGED 18+ vs.
POPULATION AGED 18+



84.2%

SOCIAL MEDIA USER
IDENTITIES vs. INDIVIDUALS
USING THE INTERNET



94.2%

FEMALE SOCIAL MEDIA USER
IDENTITIES vs. TOTAL SOCIAL
MEDIA USER IDENTITIES



46.5%

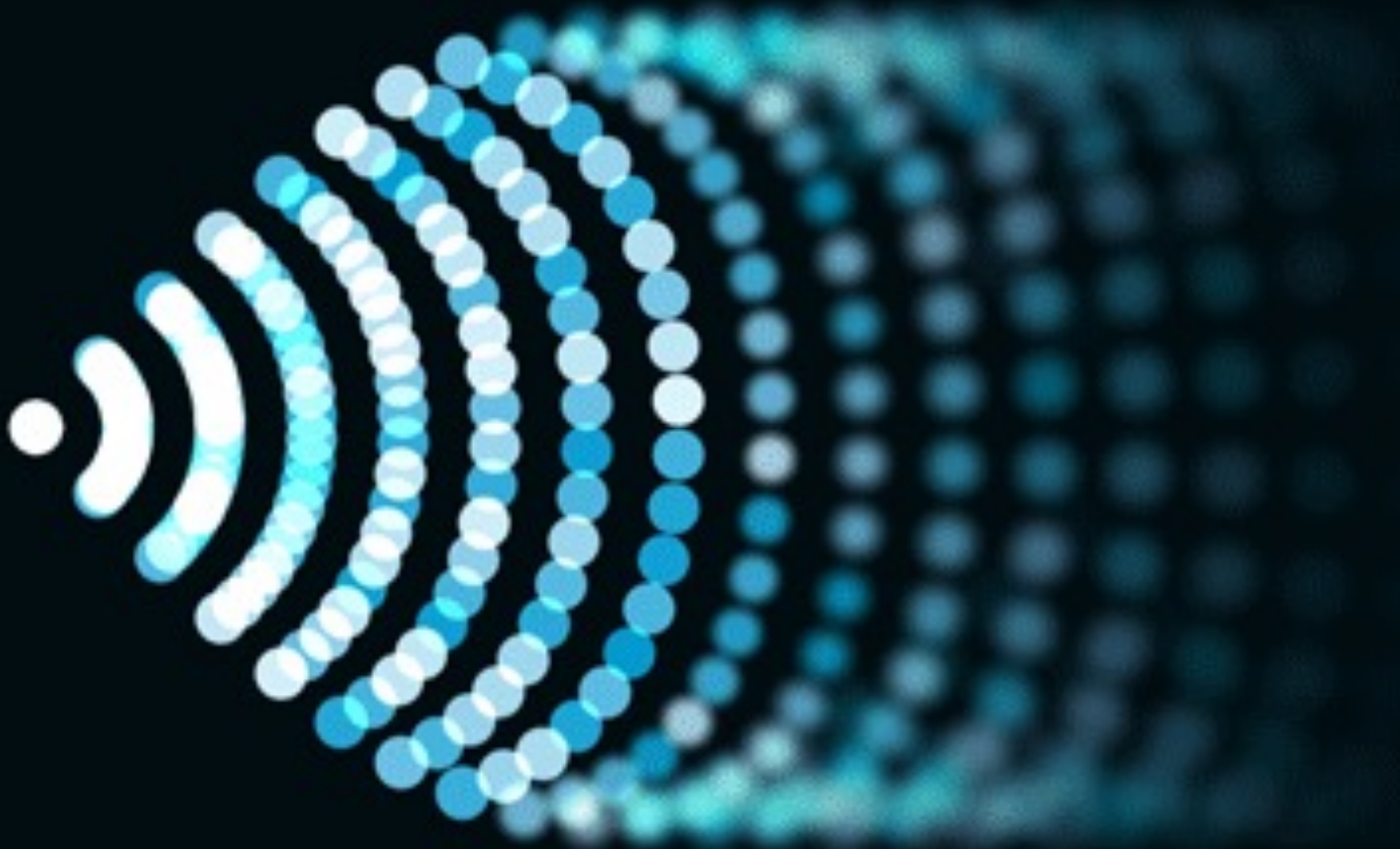
MALE SOCIAL MEDIA USER
IDENTITIES vs. TOTAL SOCIAL
MEDIA USER IDENTITIES



53.5%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q3 2023). **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

**What are the most popular
social networks in the world?**

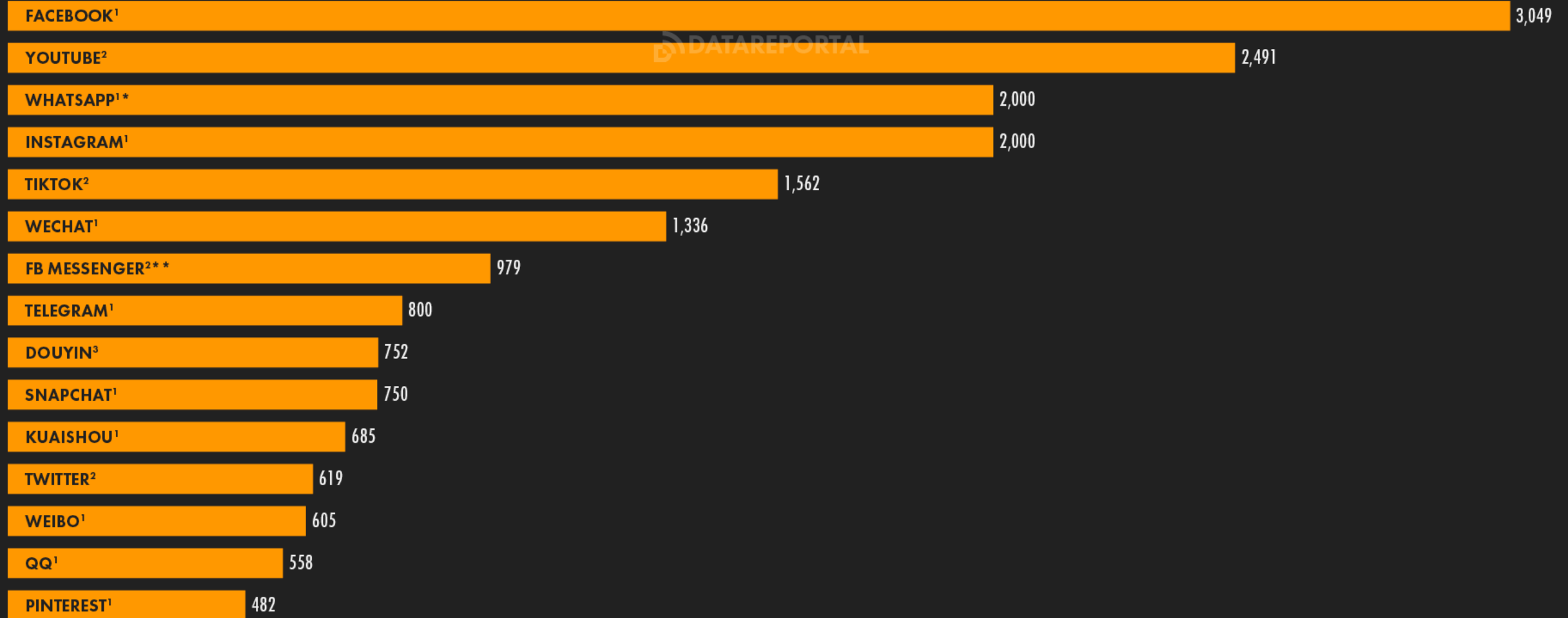


JAN
2024

THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS) (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

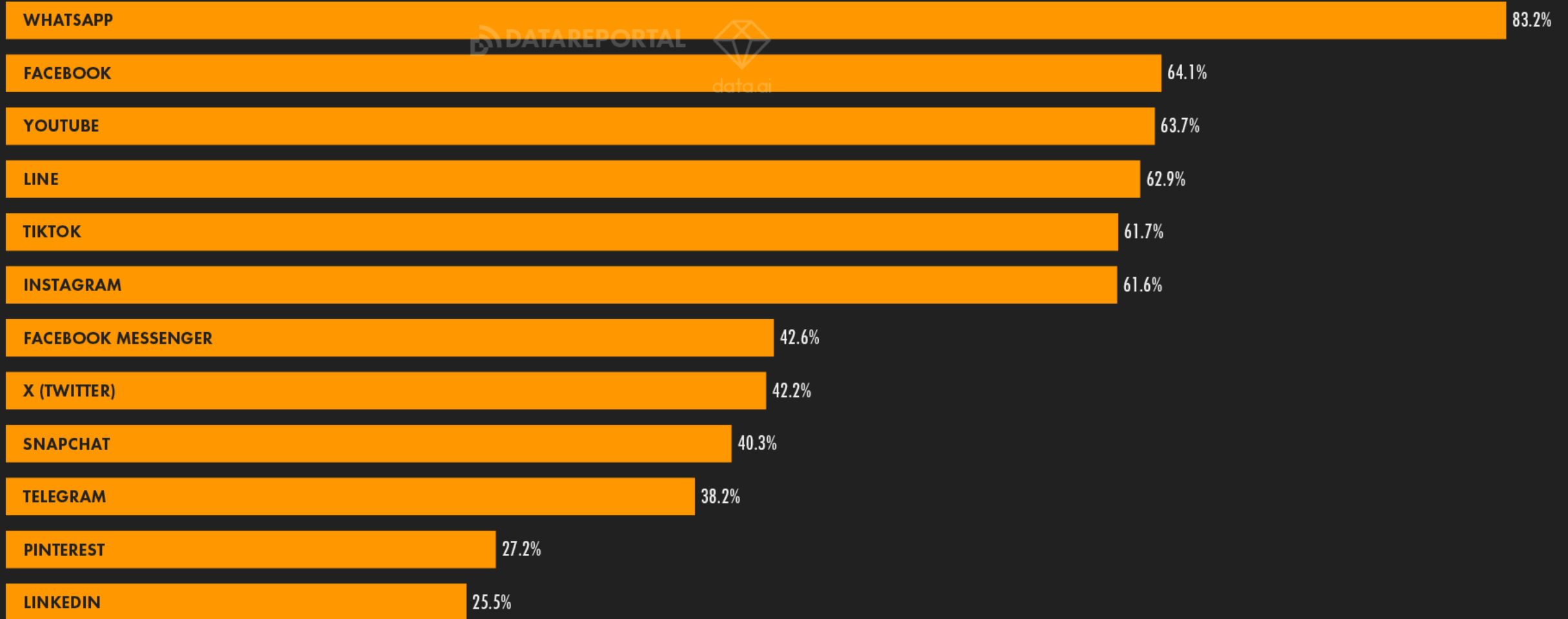
NOTE: SIGNIFICANT ANOMALIES IN THE DATA PUBLISHED IN TWITTER'S OWN AD TOOLS MEAN WE ARE CURRENTLY UNABLE TO REPORT A RELIABLE FIGURE FOR TWITTER USE, SO IT DOES NOT APPEAR IN THIS RANKING



JAN
2024

DAILY USE OF SOCIAL MEDIA APPS

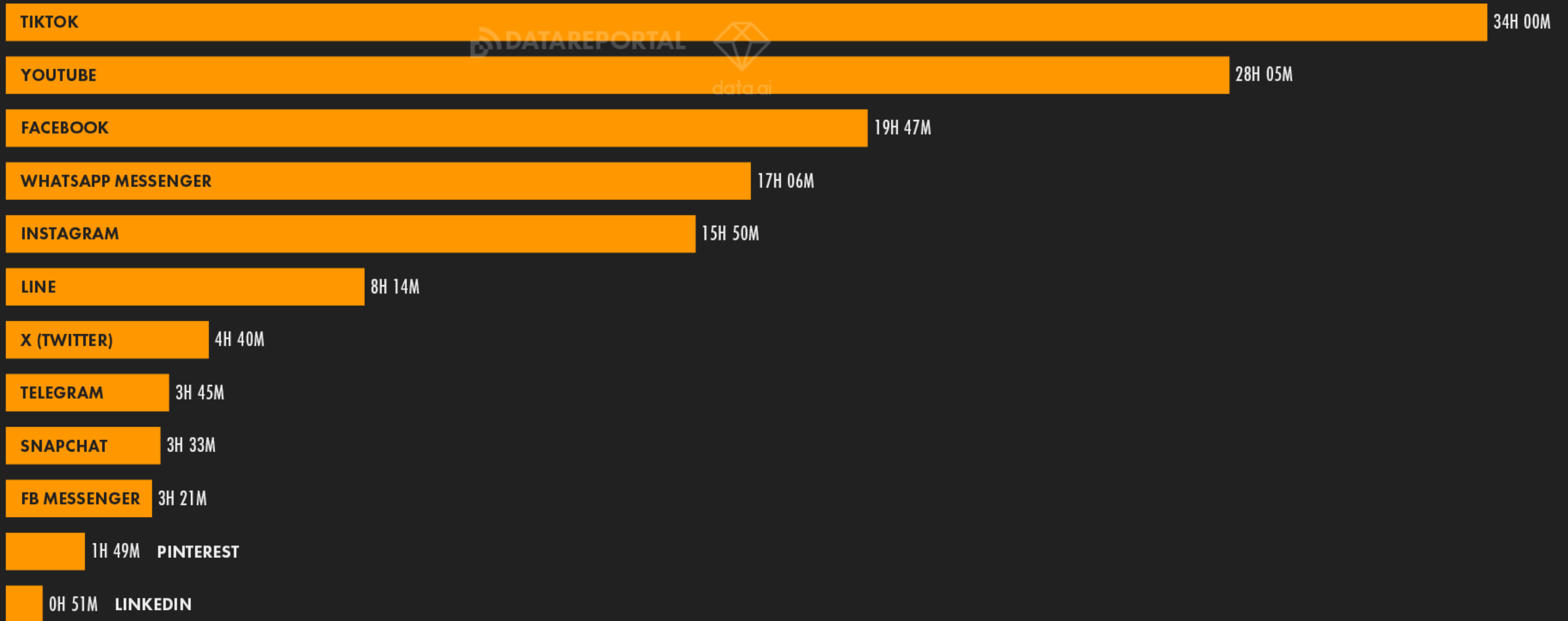
PERCENTAGE OF DAYS BETWEEN 01 JULY AND 30 SEPTEMBER 2023 THAT MONTHLY ACTIVE USERS OF THE RESPECTIVE ANDROID APP OPENED THAT APP



JAN
2024

TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT GLOBAL USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023





Founded: 2016

TikTok at a Glance

Daily Time Spent:

32 min

Monthly Active Users:

1 Billion

Total Downloads:

3.3 Billion

Active U.S. Users:

80 Million



Founded: 2010

Instagram at a Glance

Daily Time Spent:

29 min

Monthly Active Users:

1.47 Billion

Daily Stories Users:

400 Million

Photos Uploaded Daily:

95 Million



Founded: 2010

WhatsApp at a Glance

Daily Time Spent:

28 min

Monthly Active Users:

2 Billion

Daily WhatsApp Status Users:

500 Million

Daily WhatsApp Messages:

100 Billion



Founded: 2004

Facebook At A Glance:

Daily Time Spent:

33 min

Monthly Active Users:

2.91 Billion

Daily Data Produced:

4 Petabytes

Daily Active Users:

1.9 Billion

Average Time Spent In a Lifetime



1 Years, 8 Months
Doing Housework



1 Years, 11 Months
Socializing



2 Years, 2 Months
Shopping



3 Years, 7 Months
Eating & Drinking



6 Years, 8 Months
Using Social Media



8 Years, 4 Months
Watching TV

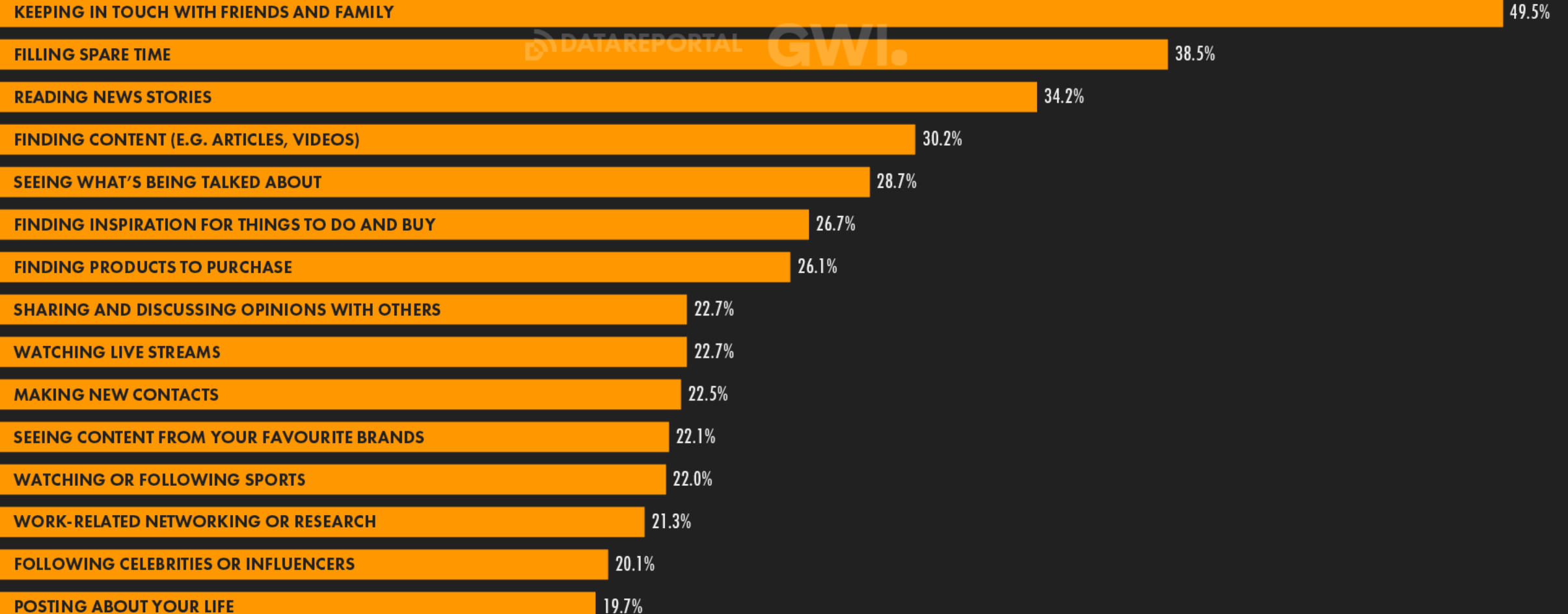


26 Years, 5 Months
Sleeping

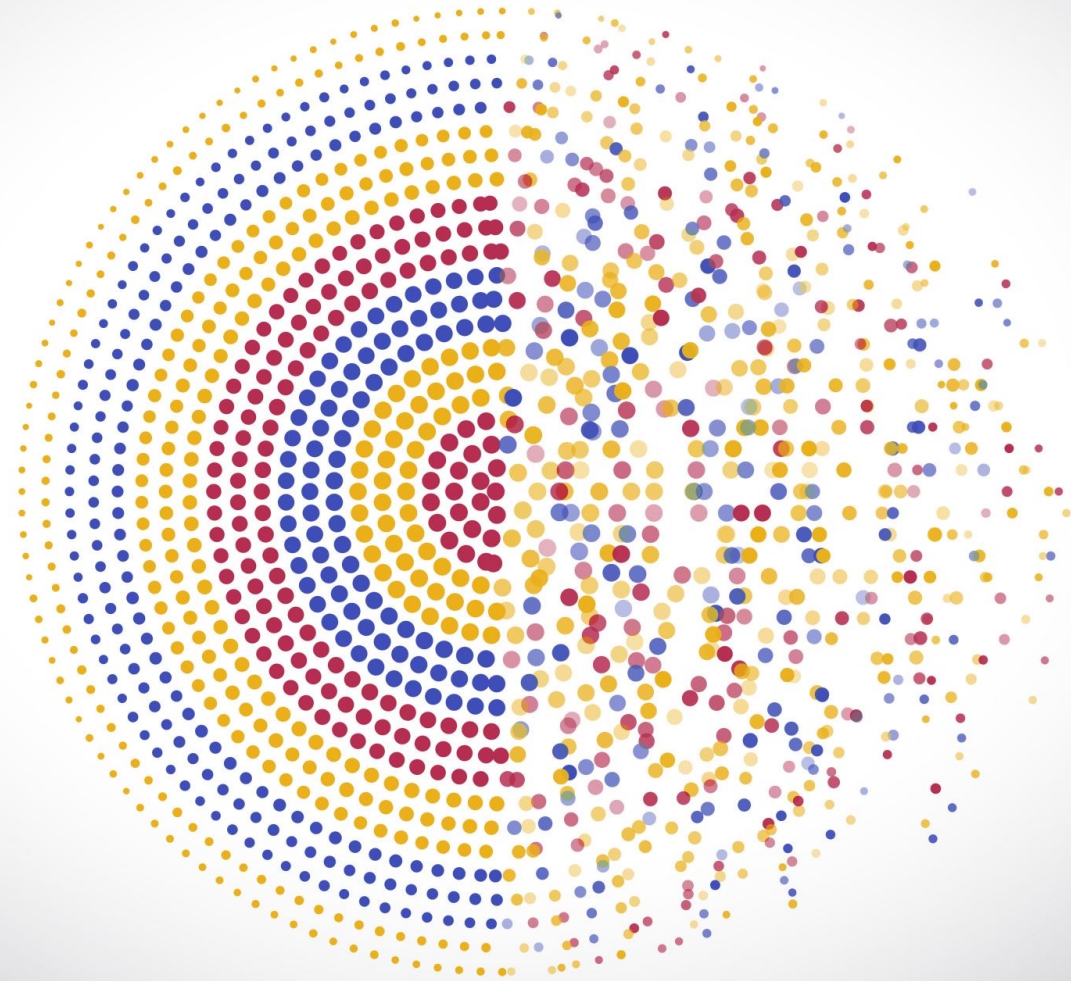
JAN
2024

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS



CLOSER TO HOME...



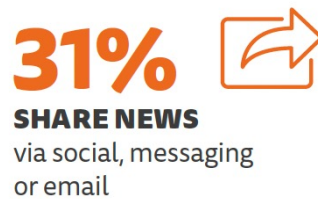
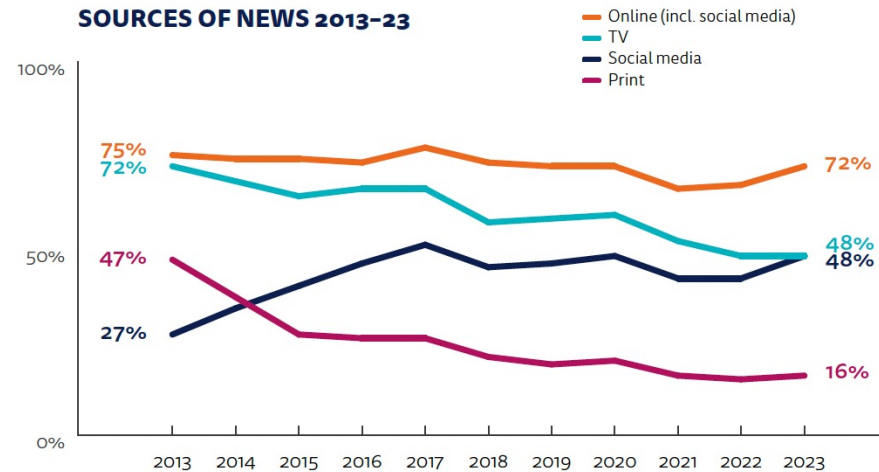
USA – CHANGING MEDIA

CHANGING MEDIA

Americans are watching less television news each year and printed media have been on the slide for decades, but interest in online and social media is hotting up again as the next presidential election cycle approaches. Facebook remains the top social network for news, while Twitter remains a major force despite changes forced through by Elon Musk.



SOURCES OF NEWS 2013-23



TOP SOCIAL MEDIA AND MESSAGING

Rank	Brand	For News	For All
1	Facebook	29% (+1)	59%
2	YouTube	24% (+5)	59%
3	Twitter	14% (+3)	25%

Rank	Brand	For News	For All
4	Instagram	12% (+5)	35%
5	Facebook Messenger	7% (-1)	35%
6	TikTok	6% (+2)	19%

NEWS VIA SOCIAL

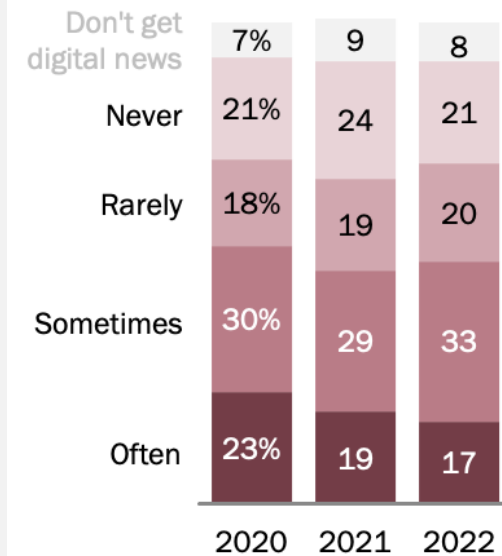
“Digital news has become an important part of Americans’ news media diets, with social media playing a crucial role in news consumption. Today, half of U.S. adults get news at least sometimes from social media.”

Pew Research Center: Social Media and News Fact Sheet

November 2023

News consumption on social media

% of U.S. adults who get news from social media ...



Note: Figures may not add up to 100% due to rounding.

Source: Survey of U.S. adults conducted July 18-Aug. 21, 2022.

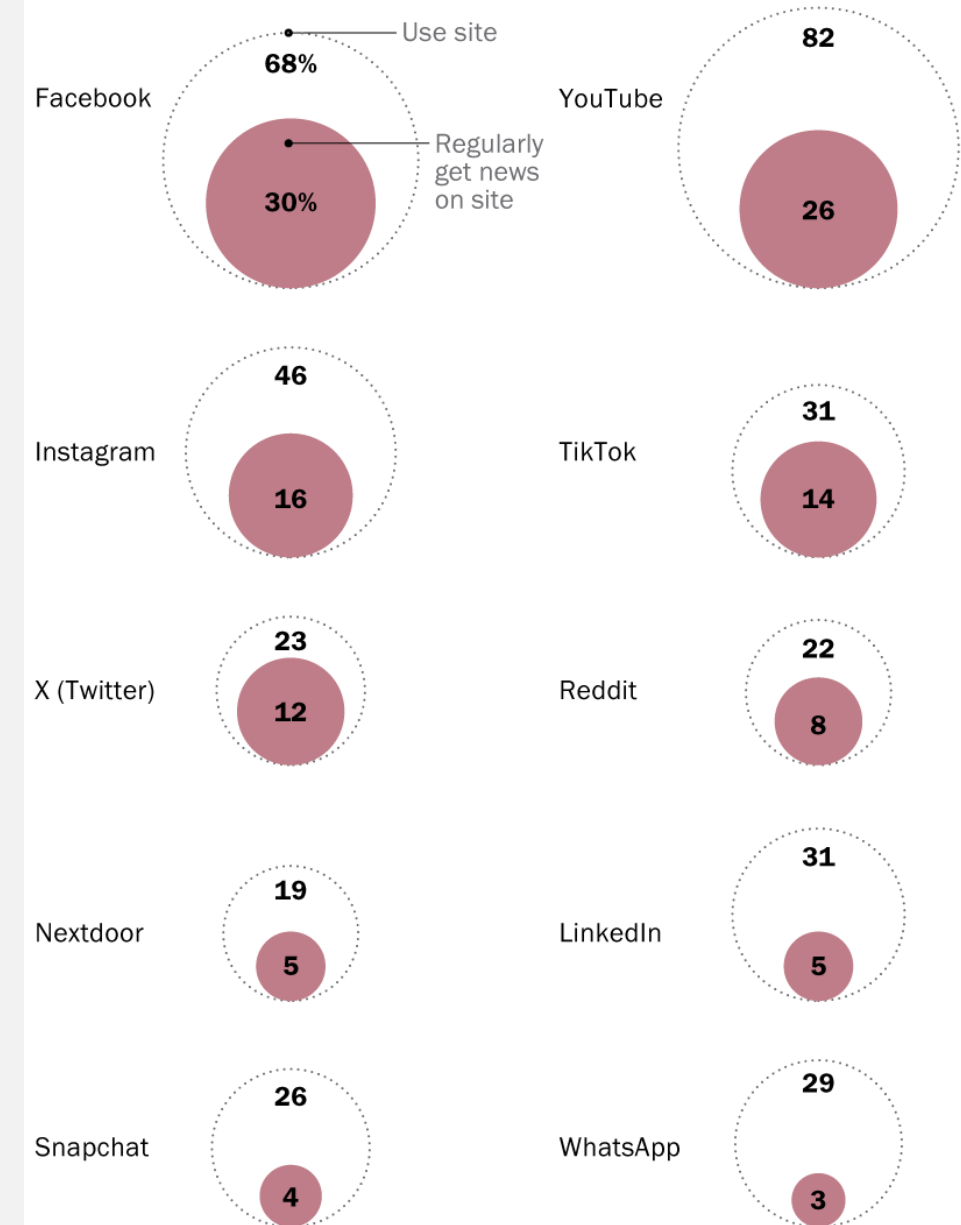
PEW RESEARCH CENTER

SOCIAL SOURCES FOR NEWS

- Three-in-ten U.S. adults say they regularly get news on Facebook, just ahead of those who say (26%) they regularly get news on YouTube.
- Smaller shares regularly get news on Instagram (16%), TikTok (14%), X (12%) or Reddit (8%).
- Even fewer Americans regularly get news on Nextdoor (5%), LinkedIn (5%), Snapchat (4%), WhatsApp (3%) or Twitch (1%).

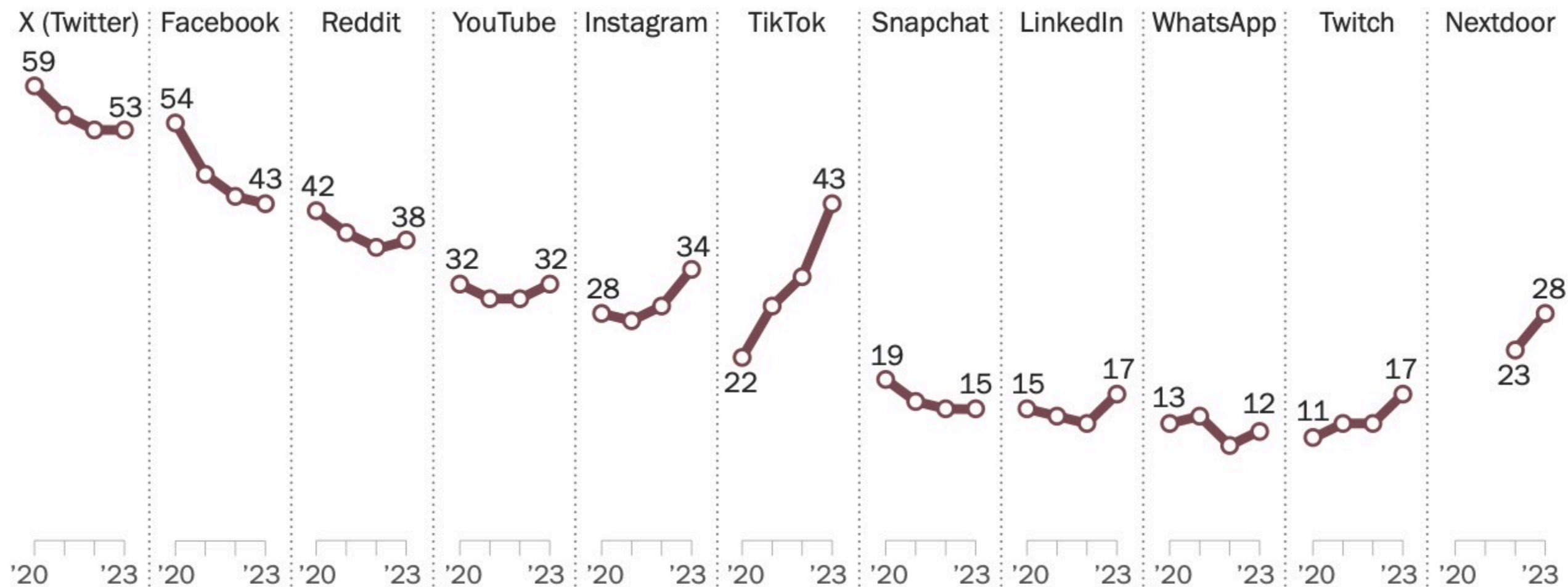
News consumption by social media site

% of U.S. adults who ...



Social media sites by portion of users who regularly get news there

% of each social media site's users who **regularly** get news there

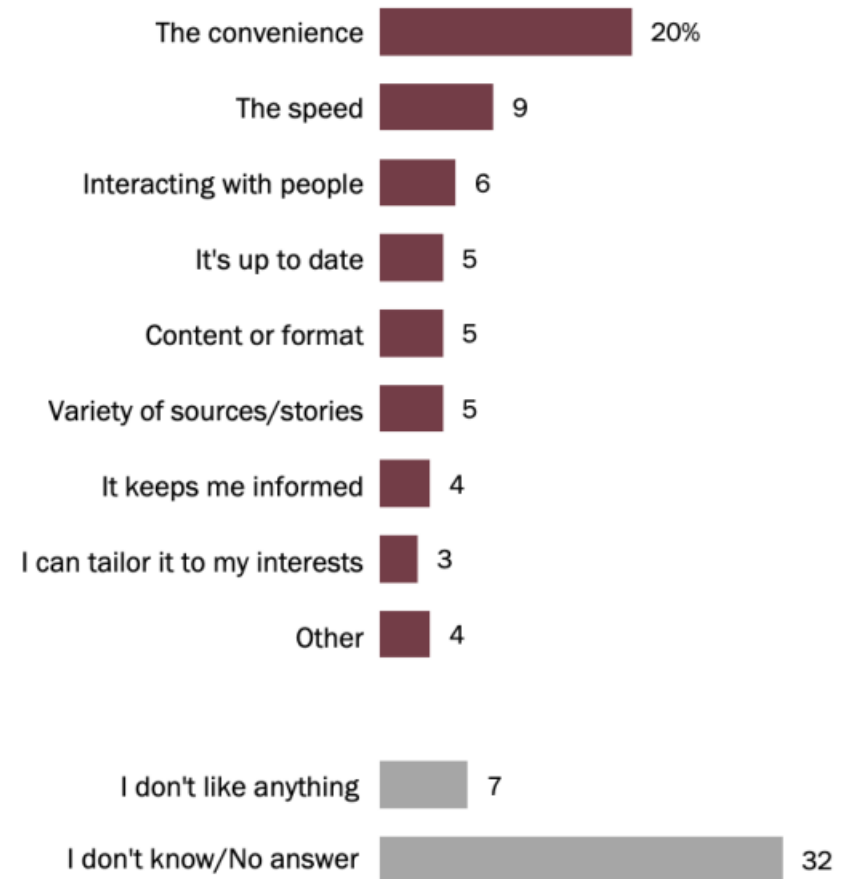


Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023.

WHY?

Social media news consumers like the convenience and speed of getting news there most

Among U.S. adults who get news on social media, % who say what they like most about getting news on social media is ...

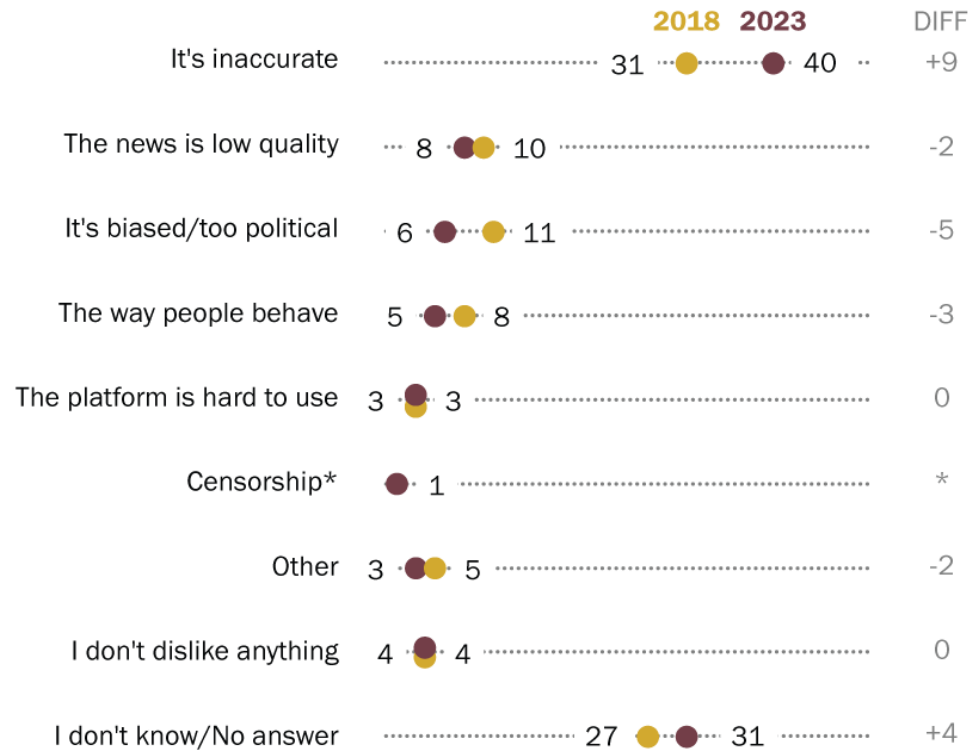


Note: Figures may not add up to 100% due to rounding.
Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023.

PEW RESEARCH CENTER

Increased share of Americans who get news from social media say inaccuracy is what they dislike most

Among U.S. adults who get news on social media, % who say what they ***dislike*** most about getting news on social media is ...



* Censorship was not coded as a category in 2018.

Note: Figures for each year may not add up to 100% due to rounding.

Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023.

PEW RESEARCH CENTER

BUT

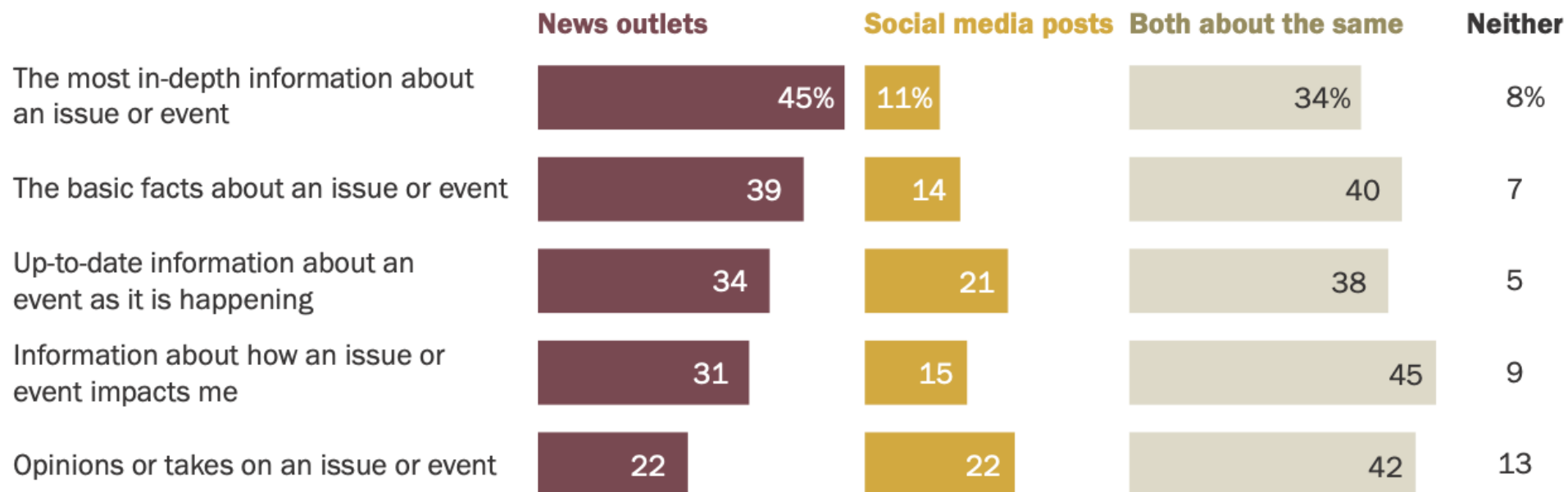
Users also critical of platforms.

This presents an opportunity for trusted news brands on social.

BRANDS LIKE YOU.

Americans prefer news outlets to social media for several types of news information

Among U.S. adults who at least sometimes get news on social media, % who say they prefer to get each of the following kinds of information from ...



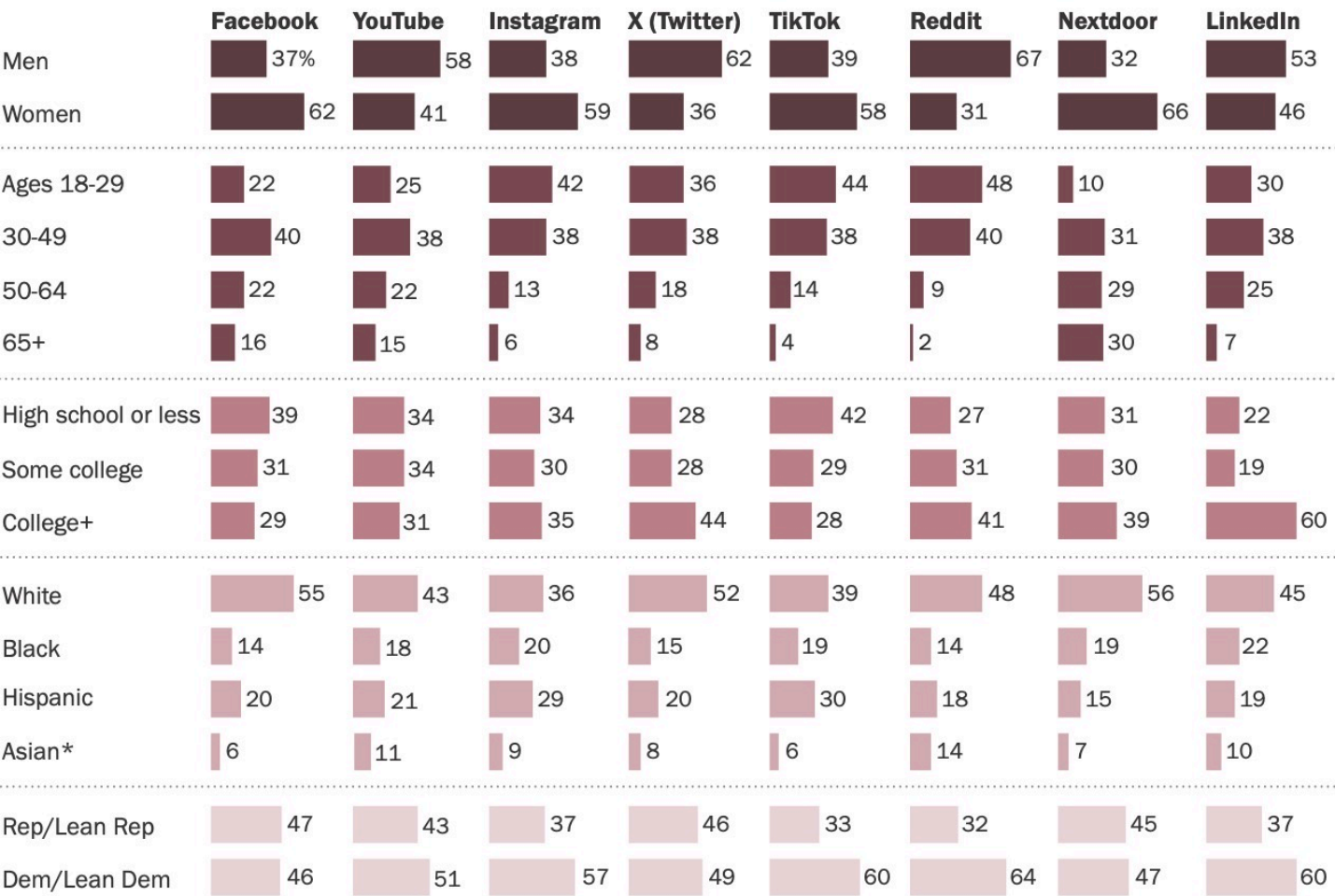
Note: Figures may not add up to 100% due to rounding. Respondents who did not answer are not shown.

Source: Survey of U.S. adults conducted March 20-26, 2023.

PEW RESEARCH CENTER

Demographic profiles and party identification of regular social media news consumers in the U.S.

% of each social media site's **regular** news consumers who are ...



* Estimates for Asian adults are representative of English speakers only.
Note: Snapchat, Twitch and WhatsApp not shown due to small sample sizes. White, Black and Asian adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race.
Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023.

KNOW YOUR AUDIENCE

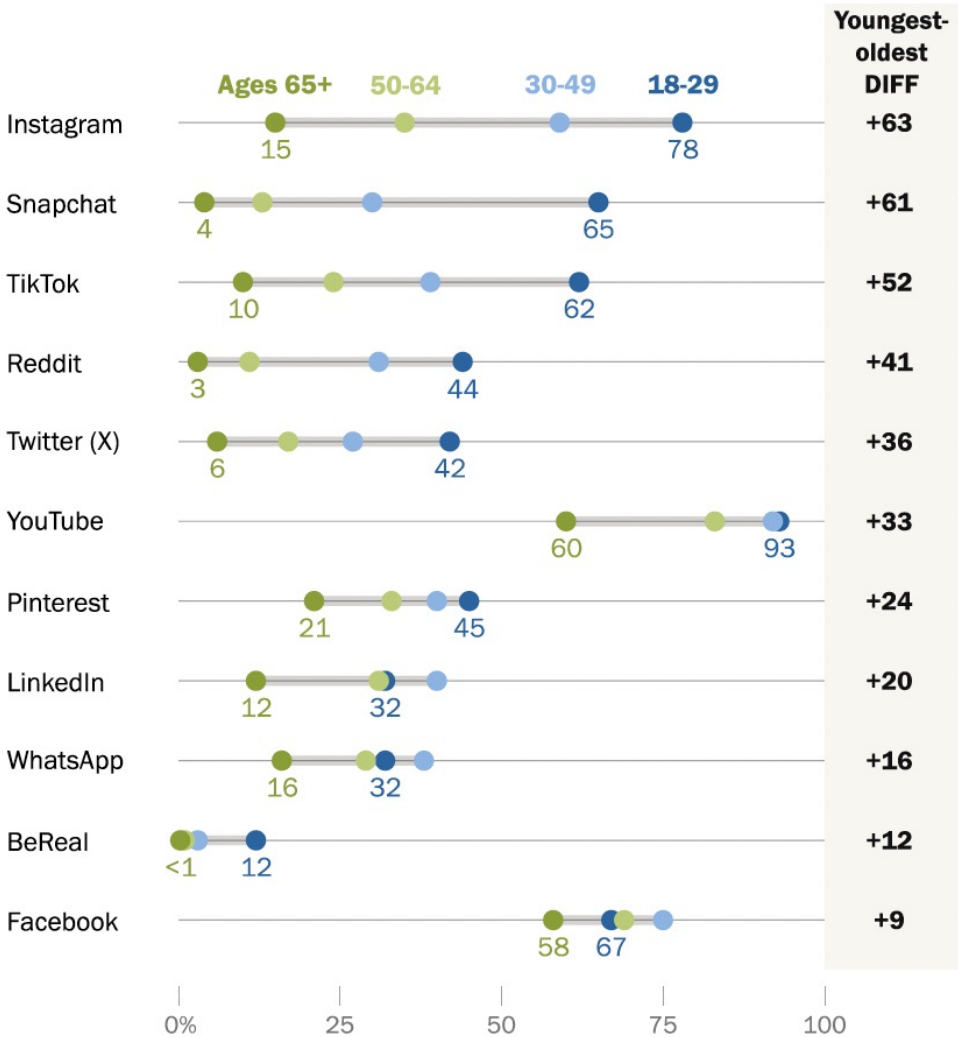
Not all platforms are the same:

- Different functionality
- User needs/purposes

AND demographics

The youngest U.S. adults are far more likely to use Instagram, Snapchat and TikTok; age differences are less pronounced for Facebook

% of U.S. adults who say they *ever* use ...



Note: All differences shown in DIFF column are statistically significant. The DIFF values shown are based on subtracting the rounded values in the chart. Respondents who did not give an answer are not shown.

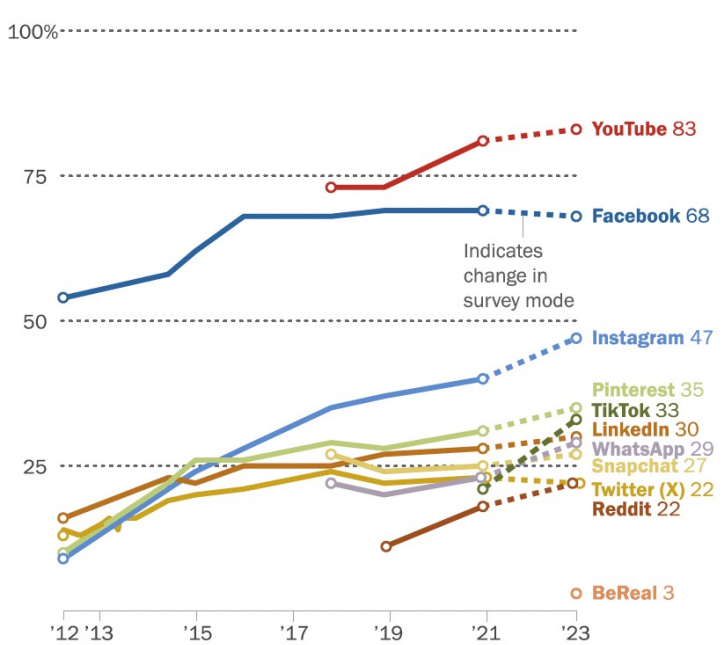
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.

"Americans' Social Media Use"

MIND THE GAP

A third of U.S. adults say they use TikTok, up from 21% in 2021

% of U.S. adults who say they *ever* use ...



Note: Dotted line indicates a change in mode. Polls from 2000-2021 were conducted via phone. In 2023, the poll was conducted via web and mail. Refer to the topline for more information on how question wording varied over the years. Pre-2018 data is not available for YouTube, Snapchat or WhatsApp; pre-2019 data is not available for Reddit; pre-2021 data is not available for TikTok; pre-2023 data is not available for BeReal. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.

"Americans' Social Media Use"

PEW RESEARCH CENTER

JAN
2024

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS IN EACH AGE GROUP USE SOCIAL MEDIA PLATFORMS



16 TO 24 YEARS OLD	25 TO 34 YEARS OLD	35 TO 44 YEARS OLD	45 TO 54 YEARS OLD	55 TO 64 YEARS OLD
FRIENDS & FAMILY 47.5%	FRIENDS & FAMILY 46.6%	FRIENDS & FAMILY 50.1%	FRIENDS & FAMILY 52.7%	FRIENDS & FAMILY 54.5%
FILL UP SPARE TIME 43.9%	FILL UP SPARE TIME 38.9%	FILL UP SPARE TIME 37.6%	READ NEWS STORIES 37.3%	READ NEWS STORIES 37.9%
FIND CONTENT (E.G. VIDEOS) 34.5%	READ NEWS STORIES 33.0%	READ NEWS STORIES 36.9%	FILL UP SPARE TIME 35.7%	FILL UP SPARE TIME 31.9%
SEE TRENDING TOPICS 32.3%	FIND CONTENT (E.G. VIDEOS) 31.7%	FIND CONTENT (E.G. VIDEOS) 29.6%	FIND CONTENT (E.G. VIDEOS) 27.0%	FIND PRODUCTS TO BUY 24.3%
READ NEWS STORIES 29.2%	SEE TRENDING TOPICS 30.0%	SEE TRENDING TOPICS 29.2%	FIND PRODUCTS TO BUY 26.7%	FIND CONTENT (E.G. VIDEOS) 23.3%
IDEAS: THINGS TO DO & BUY 28.9%	IDEAS: THINGS TO DO & BUY 27.9%	FIND PRODUCTS TO BUY 28.1%	SEE TRENDING TOPICS 25.9%	IDEAS: THINGS TO DO & BUY 21.7%
INFLUENCERS & CELEBRITIES 24.9%	FIND PRODUCTS TO BUY 26.3%	IDEAS: THINGS TO DO & BUY 26.9%	IDEAS: THINGS TO DO & BUY 24.5%	SEE TRENDING TOPICS 21.6%
AVOID MISSING OUT 24.5%	WATCH LIVE STREAMS 24.7%	ACTIVITIES FOR WORK 23.9%	SHARE & DISCUSS OPINIONS 22.1%	SHARE & DISCUSS OPINIONS 21.1%
FIND PRODUCTS TO BUY 24.3%	SEE CONTENT FROM BRANDS 23.8%	WATCH LIVE STREAMS 23.8%	ACTIVITIES FOR WORK 21.1%	FIND LIKE-MINDED PEOPLE 18.6%
MAKE NEW CONTACTS 24.2%	WATCH OR FOLLOW SPORTS 23.7%	SHARE & DISCUSS OPINIONS 23.7%	WATCH LIVE STREAMS 21.0%	MAKE NEW CONTACTS 17.8%

The background of the entire image is a repeating pattern of speech bubbles in various colors (red, yellow, pink, white, and grey) on a teal background. Each speech bubble contains a large, dark blue question mark. The bubbles are scattered across the frame, some overlapping each other.

3. WHY SOCIAL MEDIA MATTERS (OR SHOULD MATTER) TO YOU

INCLUDES



Large reach

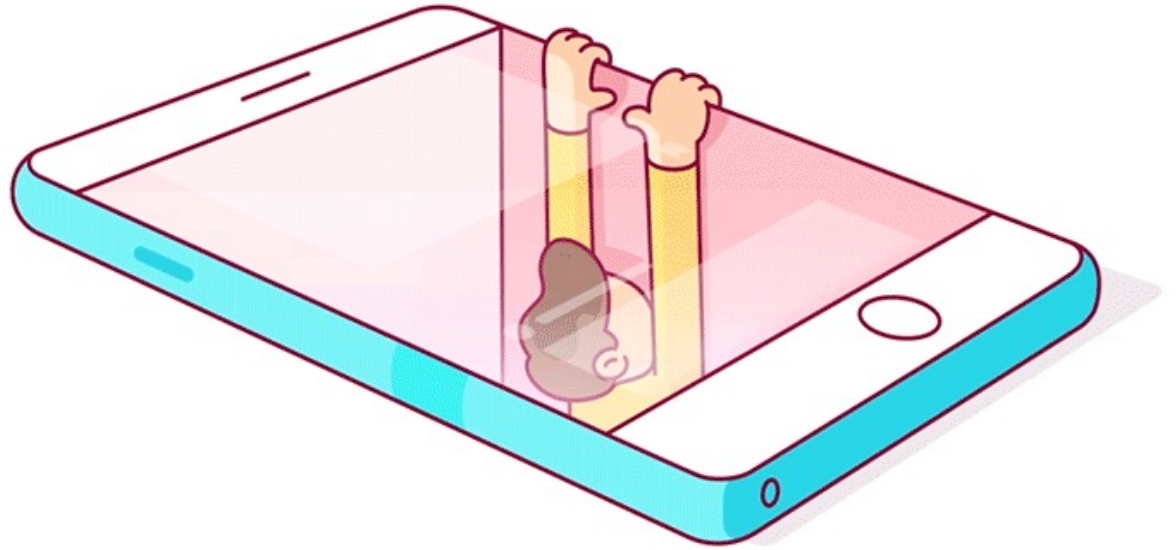


Time spent on
social media



Preferred media

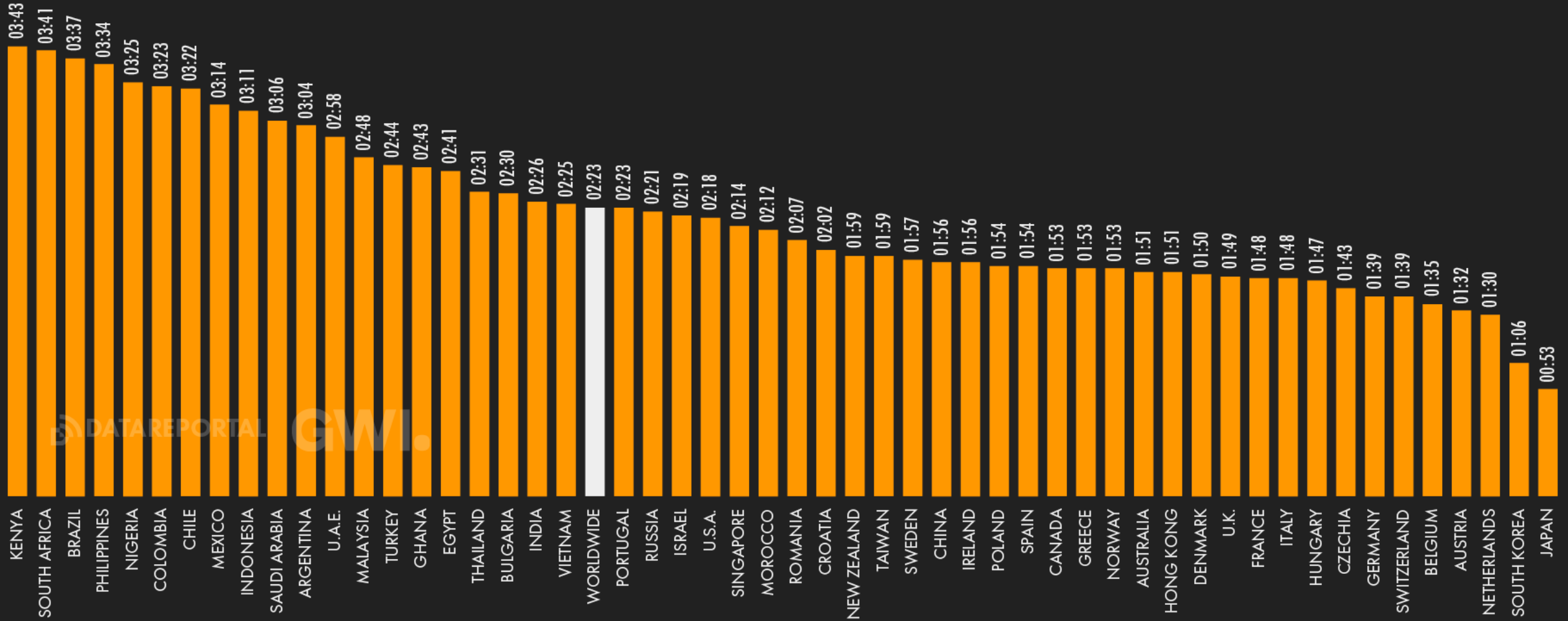
HOW MUCH TIME
DO YOU SPEND
EACH DAY ON
SOCIAL MEDIA?



JAN
2024

DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY



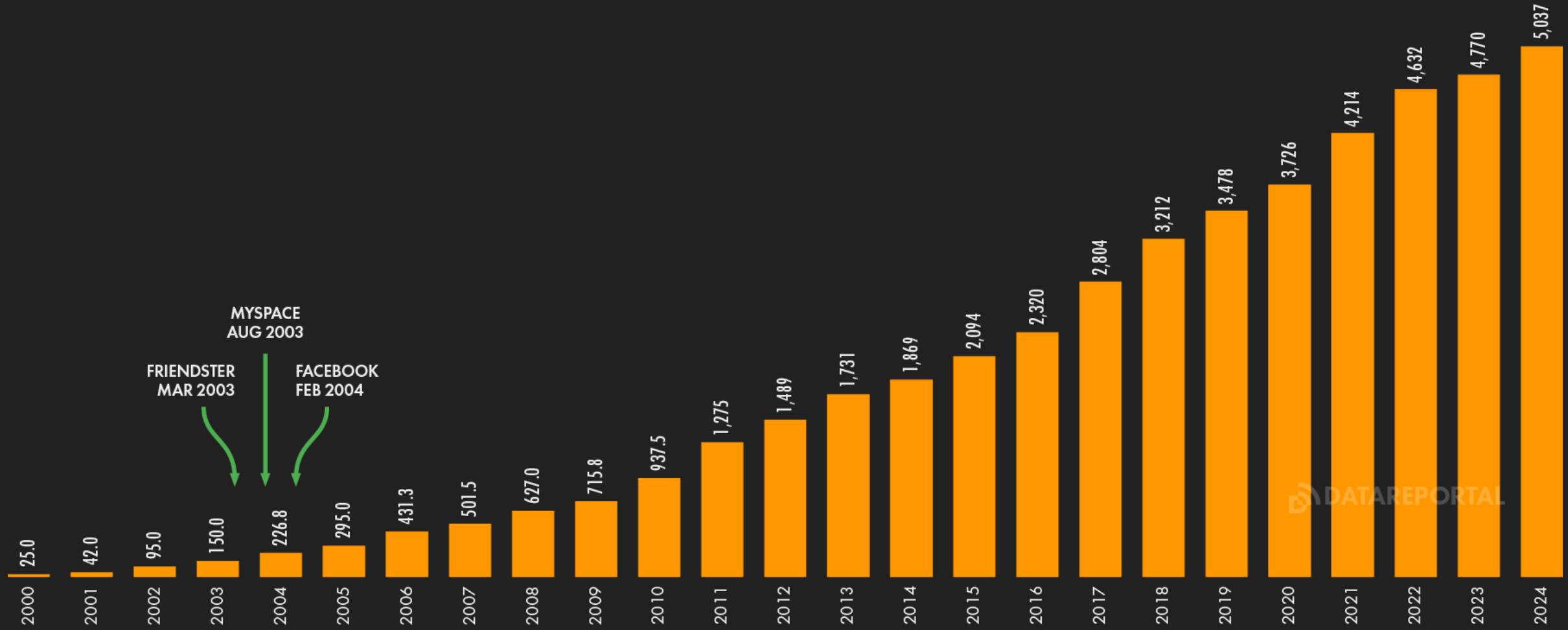


CANNOT IGNORE SOCIAL MEDIA

JAN
2024

SOCIAL MEDIA TIMELINE

NUMBER OF SOCIAL MEDIA USER IDENTITIES (IN MILLIONS) OVER TIME



FRIENDSTER
MAR 2003

MYSPACE
AUG 2003

FACEBOOK
FEB 2004

DATA REPORTAL

TIPPING POINT



Jānis Krūms
@jkrums



Follow

<http://twitpic.com/135xa> - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.

← Reply ↻ Retweet ★ Favorite ... More

114

RETWEETS

677

FAVORITES



8:36 PM - 15 Jan 09



Jānis Krūms @jkrums

15 Jan 09

<http://twitpic.com/135xa> - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.

← Reply ↻ Retweet ★ Favorite ... More

116

RETWEETS

680

FAVORITES



TwitPic





HAS IRREVOCABLY CHANGED JOURNALISM AND OUR MEDIA HABITS

THIS INCLUDES

- How and where we find stories (e.g. stories breaking on social media)
- Stories packaged mostly from social media
- Stories about social media
- News + other events driven by social media reaction



Eugene Scott ✓
@Eugene_Scott



Sometimes I find myself thinking about the number of black lives that have been lost and largely went unnoticed in part because there was no video evidence and no social media and I can barely breathe ...

9:07 AM · May 7, 2020 · Twitter for iPhone

1,842 Retweets 77 Quote Tweets 11.6K Likes

Eugene Scott, Senior Politics Reporter, Axios

Understand the Killing of Ahmaud Arbery

The fallout. The release of the video of the shooting [sparked nationwide protests](#) and prompted Georgia lawmakers to make significant changes to the state's criminal law, including passage of the state's [first hate crimes statute](#).



AHMAUD ARBERY TIMELINE

FEB 23 2020: Ahmaud Arbery is shot dead by Travis McMichael.

His father Gregory McMichael was there, as was their friend William Roddy Bryan Jr.

FEB 27 2020: The first prosecutor recuses herself because Gregory McMichael used to work in her office.

She was Brunswick District Attorney Jackie L. Johnson

APRIL 2020: A second prosecutor finds no reason to charge the men, then he recuses himself because his son worked with Gregory McMichael in the District Attorney's Office

APRIL 13, 2020: A third prosecutor, Tom Durden, takes over the case

MAY 5: A video of the shooting is published by WGIG on YouTube.

They got it from Alan Tucker, a defense attorney, who got it from William Roddy Bryan Jr.

Durden hands the case to a grand jury to decide whether or not charges should be brought.

MAY 7: After the video goes viral, Travis McMichael and his father Gregory are arrested and charged with murder and aggravated assault

MAY 11: A fourth prosecutor takes over

MAY 21: William Roddy Bryan Jr. is arrested

NOVEMBER 2020: The three men are charged with federal hate crimes

NOVEMBER 2021: Their trial begins

NOVEMBER 24: All three men are found guilty of various categories of murder

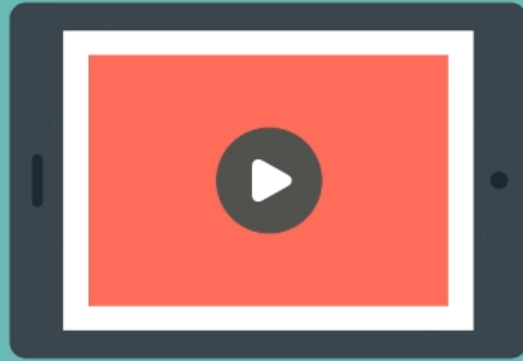
N **The National**

THIS
REQUIRES
NEW
SKILLS

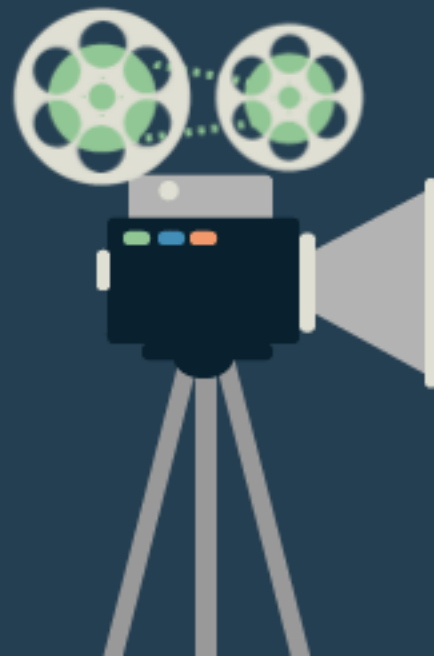
Including:

- Distribution and promotion of your content
- Speed of publishing
- Managing what you see (FOMO and overload)
- Verification
- Community Engagement
- Journalist as a brand
- Managing privacy and risk of doxxing
- Emergence of new beats

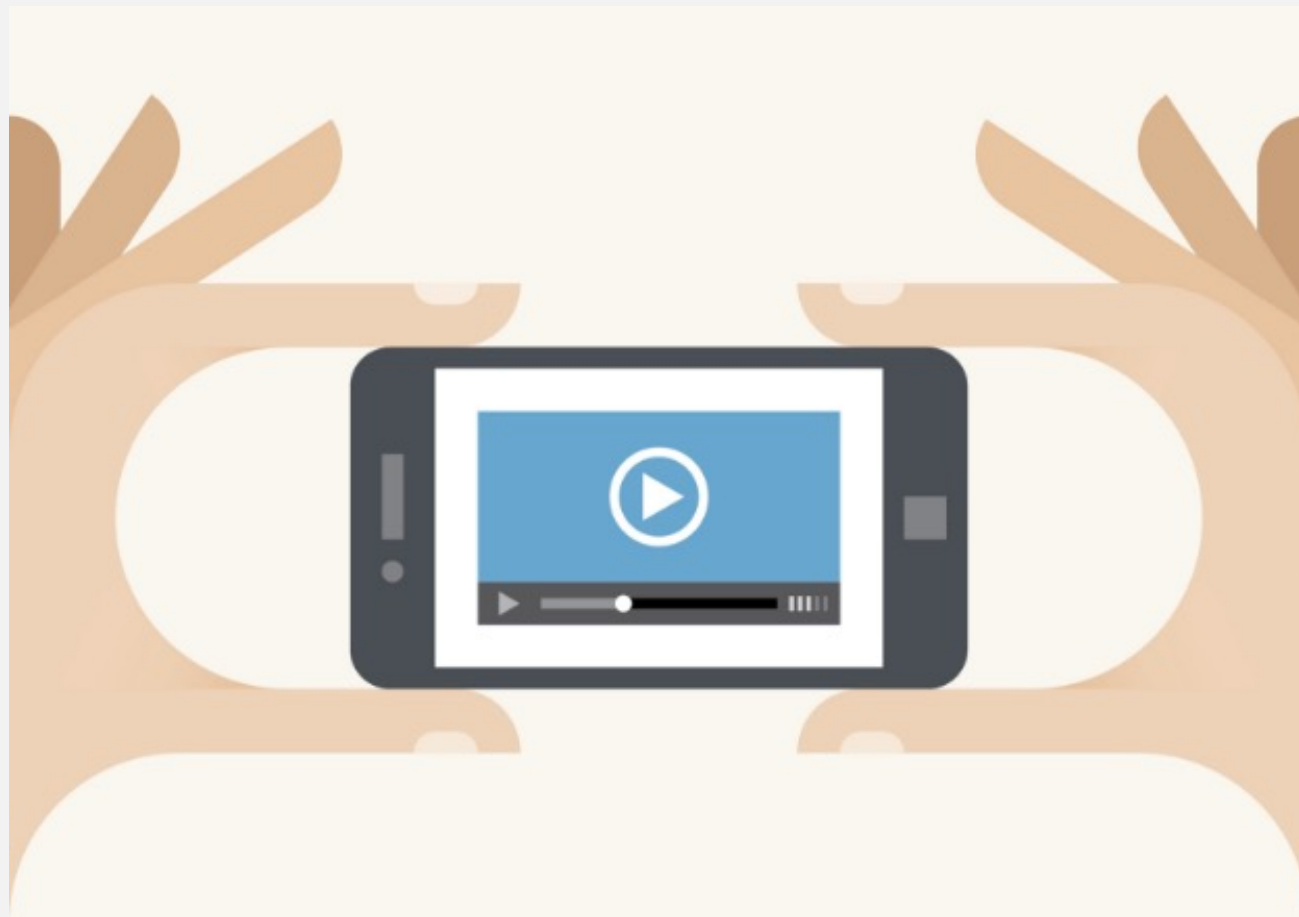
SOCIAL VIDEO



SOCIAL VIDEO IS NOT TV



NEW GENRE WITH NEW RULES



EVERY GENRE



**Q: WHICH SOCIAL
MEDIA PLATFORMS DO
YOU USE FOR NEWS?**



DISCONNECT

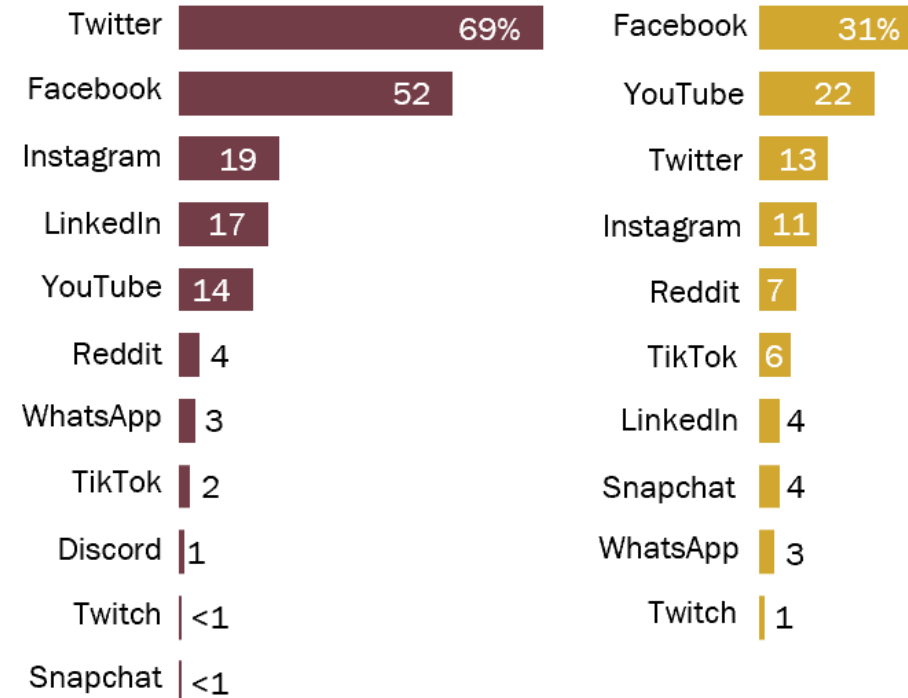
- Your habits are not necessarily those of your audience.



Twitter is by far the most common social media site U.S. journalists use for their jobs, but the public most often turns to Facebook for news

*% of U.S. **journalists** who say —
is the social media site they use
most or second most in their job*

*% of U.S. **adults** who say they
regularly get news on ...*



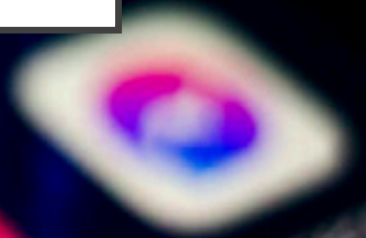
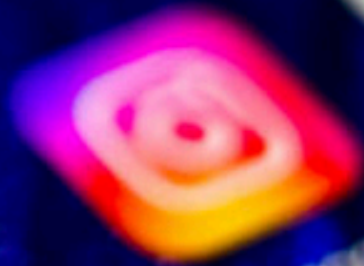
Note: Discord was not asked about in the survey of U.S. adults.

Source: Survey of U.S. journalists conducted Feb. 16-March 17, 2022. Survey of U.S. adults conducted July 26-Aug. 8, 2021.

PEW RESEARCH CENTER

4. HOW TO HARNESS SOCIAL MEDIA

KEY BENEFITS AND OPPORTUNITIES



I. AUDIENCE ENGAGEMENT



Building Direct Relationships: Social media allows newspapers to foster a closer connection with their readers. By sharing content, engaging in conversations, responding to comments, and participating in discussions, newspapers can build trust and loyalty among their audience.



Feedback and Interaction: Social media provides an immediate platform for feedback. Audiences can comment on stories, ask questions, and provide insights that can help newspapers tailor their content to better meet the needs and interests of their communities.



Community Involvement: Newspapers can use social media to highlight community issues, promote local events, and encourage civic engagement. This facilitatory role has wider community benefits beyond just using social to encourage interactions with your content.



2. BRAND VISIBILITY

- **Reach and Discovery:** Social media platforms have vast user bases, which provide the opportunity to reach a wider audience beyond your traditional readership. This is particularly important for attracting younger demographics who primarily consume news online and through social media.
- **Brand Identity and Consistency:** Through consistent use of visuals, tone, and messaging that align with their brand, newspapers can strengthen their brand identity on social media. This consistency helps to make the brand more recognizable and trusted among readers.
- **Can't afford to NOT be there:** Given the time people spend on social media, does your brand risk getting left behind – or forgotten about - if it is not in the digital spaces where people are spending so much time.



3. DRIVING TRAFFIC AND SUBSCRIPTIONS

- **Direct Links:** Can drive traffic directly from social media to your websites, which is potentially valuable for increasing readership, growing subscriptions and boosting ad revenues.
- **SEO Benefits:** Social media interactions can have a meaningful impact on your search engine rankings on Google. As people engage with your content on social networks, that can increase its reach and help you climb the rankings in search engine results.
- **Content Amplification:** By sharing content on social platforms, newspapers can ensure their work is seen by a larger audience, including those who may not regularly visit their main website, or consume their print product, but DO follow them on social media.

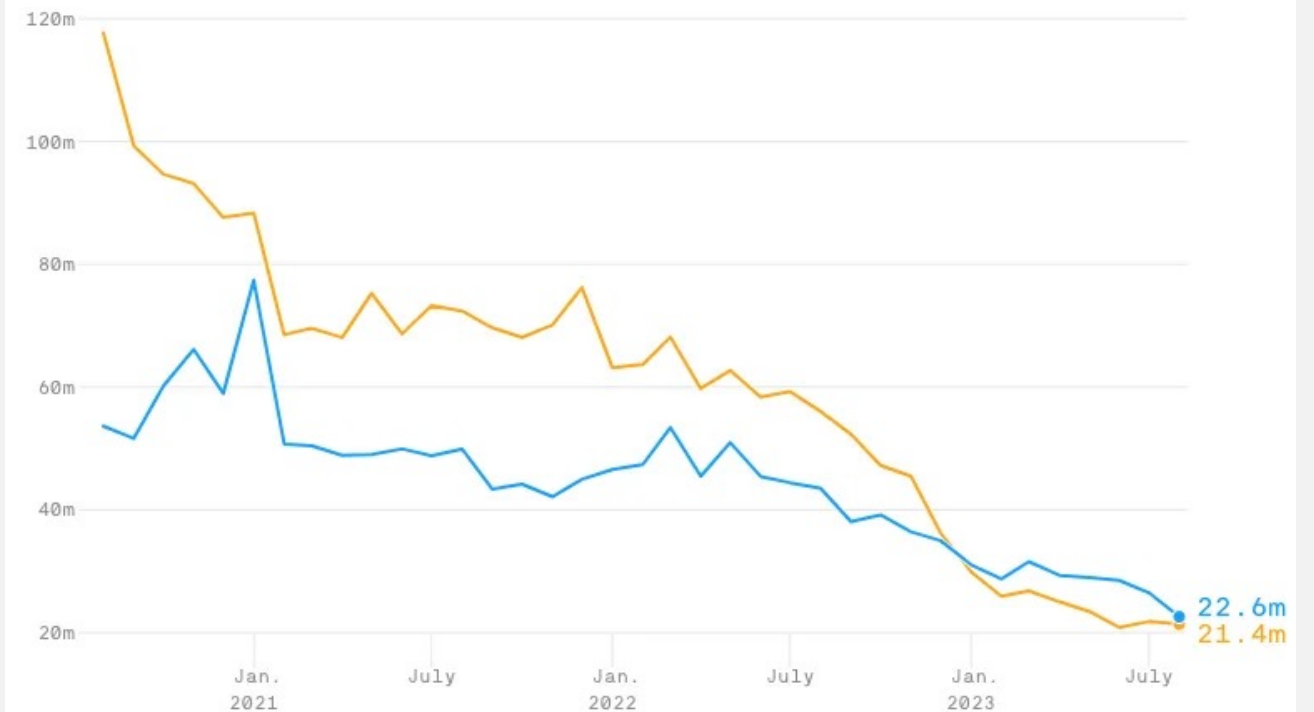
BUT

- Traffic referrals are falling.
- Networks deprioritizing news.
- Concerns about misinformation, discerning “fact from fiction” and some social media fatigue.
- Never mind active news avoidance.

Facebook and X referrals to top news sites

Monthly; August 2020 to August 2023

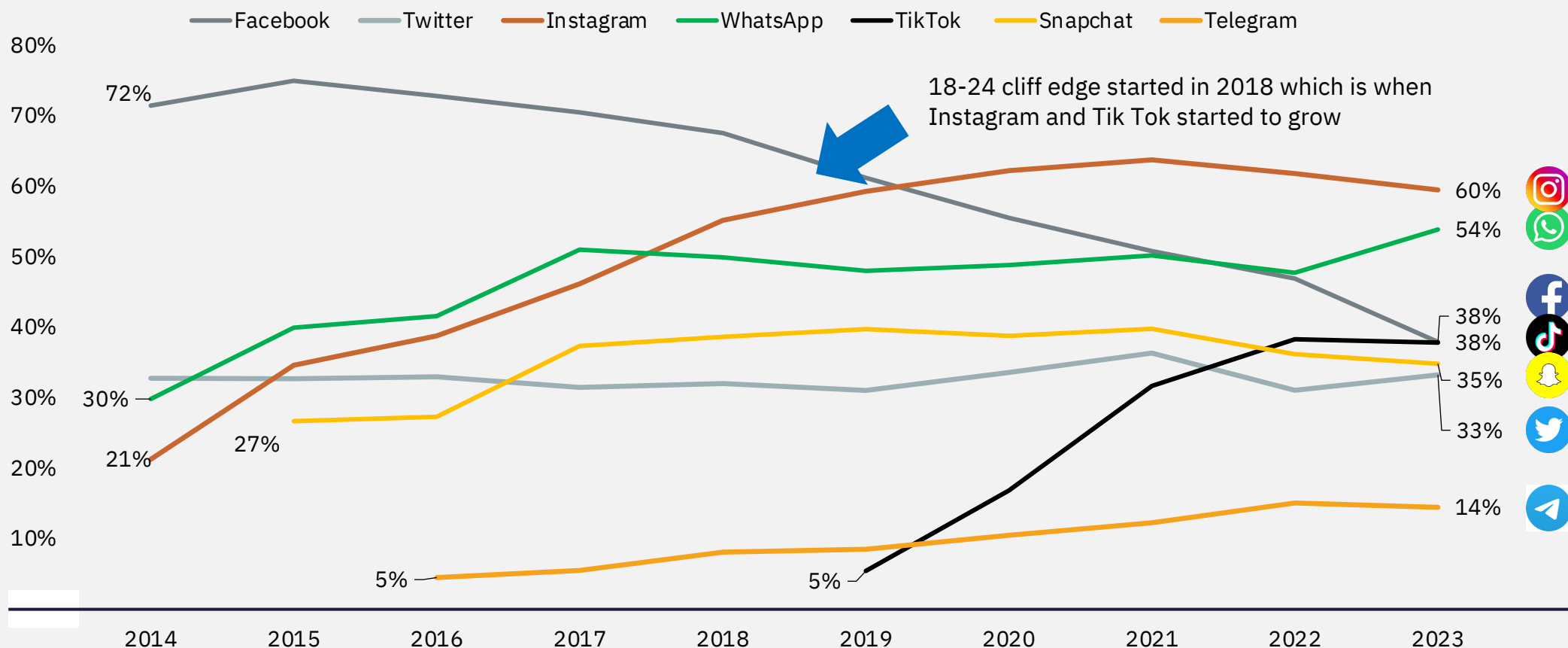
— X (formerly Twitter) — Facebook



Data: Similarweb; Chart: Axios Visuals

FACEBOOK & TWITTER VS NEW MESSAGING PLATFORMS 2014-2023

Weekly use for any purpose, 18-24s, Selected markets

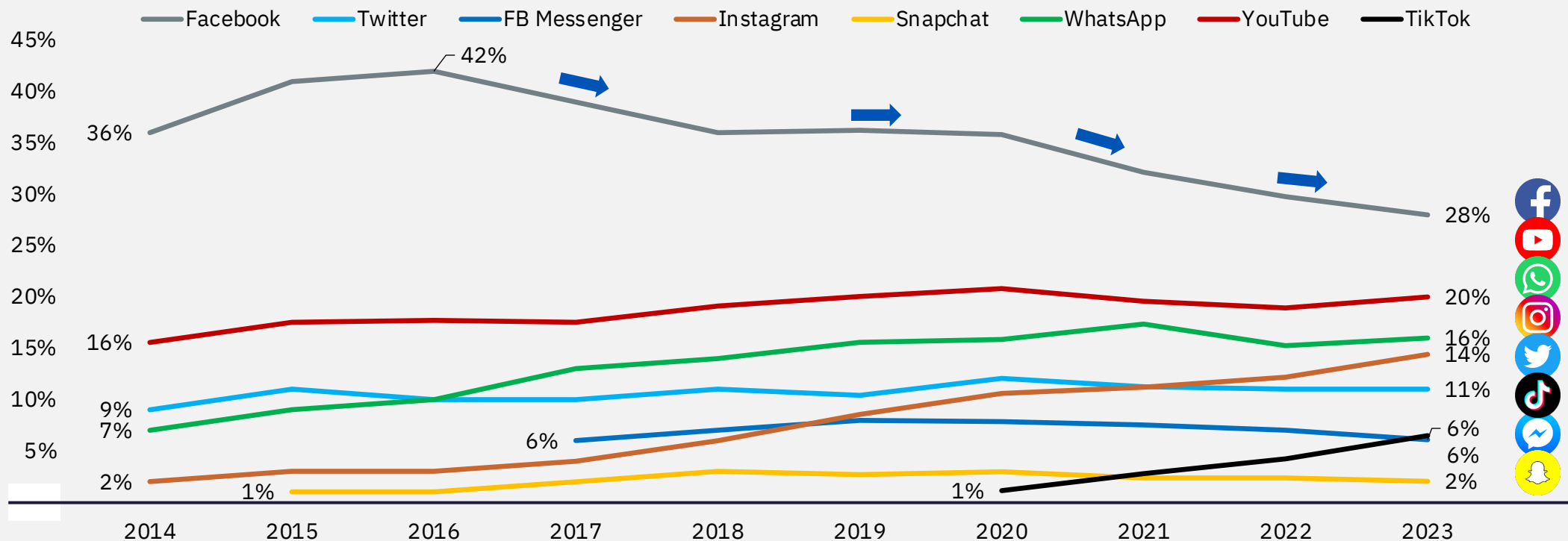


Q12A. Which, if any, of the following have you used in the last week for any purpose? Please select all that apply
Base 2023: 24591 'Main' 12 market average: UK, USA, Germany, France, Spain, Italy, Ireland, Denmark, Finland, Australia, Brazil & Japan
NOTE: 10 market average for 2014 exl Australia & Ireland

SOCIAL NETWORKS AND MESSAGE APPS – WEEKLY USE FOR NEWS SELECTED MARKETS

Facebook has become less influential for news.

Video led networks such as YouTube, Instagram and TikTok are more important



Q12B. Which, if any, of the following have you used for news in the last week? Please select all that apply

Base: 24591 'Main' 12 market average: UK, USA, Germany, France, Spain, Italy, Ireland, Denmark, Finland, Australia, Brazil & Japan. **NOTE:** 10 market average for 2014 exl Australia & Ireland

IMPLICATIONS

- Don't rely on 1-2 social media platforms for traffic or \$\$\$.
- May need to embrace newer/other platforms – and deprioritize Facebook and Twitter/X (as they have done to you)
- Instead of focusing on reach, some outlets may prefer to try to super serve their most loyal and engaged readers (e.g. Discord channels).
- Opportunity to innovate and try new things.

Putting this into practice



SOCIAL MEDIA 101 – 5X KEY GROUND RULES

1. **Have a strategy:** What are you trying to achieve? Just because you can do something doesn't mean that you should do it.
2. **Repetition builds reputation:** Consistency is key. Develop a content calendar (time of day, platforms, types of stories etc. using analytics and feedback).
3. **Social media two-way:** Engage actively with your audience by responding to comments, messages and ideas. Find ways to engage e.g. polls, UGC, etc. Don't just blast information at them.
4. **Think visual:** Photos, videos, and graphics tend to perform better than text-only content. Often vertical.
5. **Be prepared to change things up:** Social media trends and algorithms change rapidly. Adapt and evolve in line with these developments.

A different user experience



Made for Mobile



25%

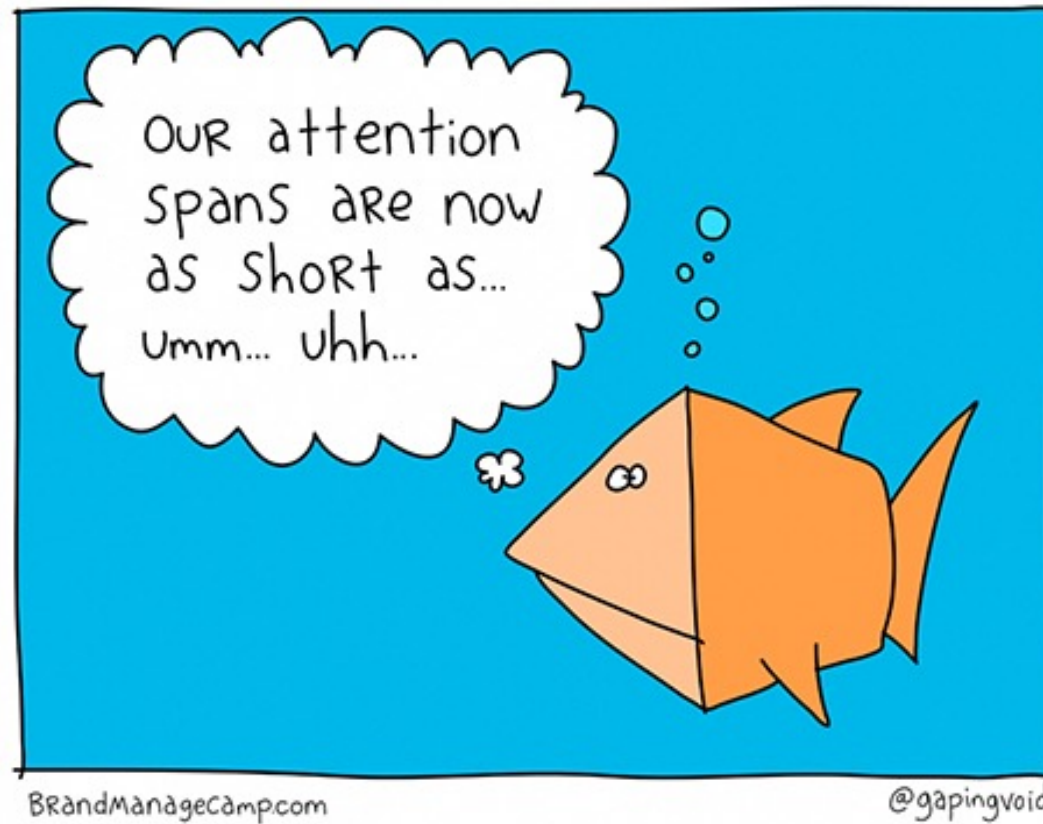
100%

Vertical

**Up to 9x completion rate
compared to horizontal mobile video**

Source: Snapchat internal data

BONUS POINT: NEED TO GRAB – AND KEEP – ATTENTION





SOCIAL MEDIA – TYPOLOGY

9 different genres of content to explore

I. NEWS AND UPDATES

- **Breaking News:** Quick, timely updates about local events as they happen.
- **Daily Summaries:** Start, or end-of-day recaps of important local news.
- **Weather and Traffic Alerts:** Real-time updates with an immediate relevance to the community.

WEATHER
FIRST

WEATHER ALERT • THIS WEEKEND



• FRIDAY MORNING STORMS,
MORE FRIDAY NIGHT

• PLENTY OF DRY TIME,
ESPECIALLY ON SATURDAY

• FINAL STORMS MOVE IN
SUNDAY NIGHT - MON. AM

AN OLDIE, BUT A GOODIE

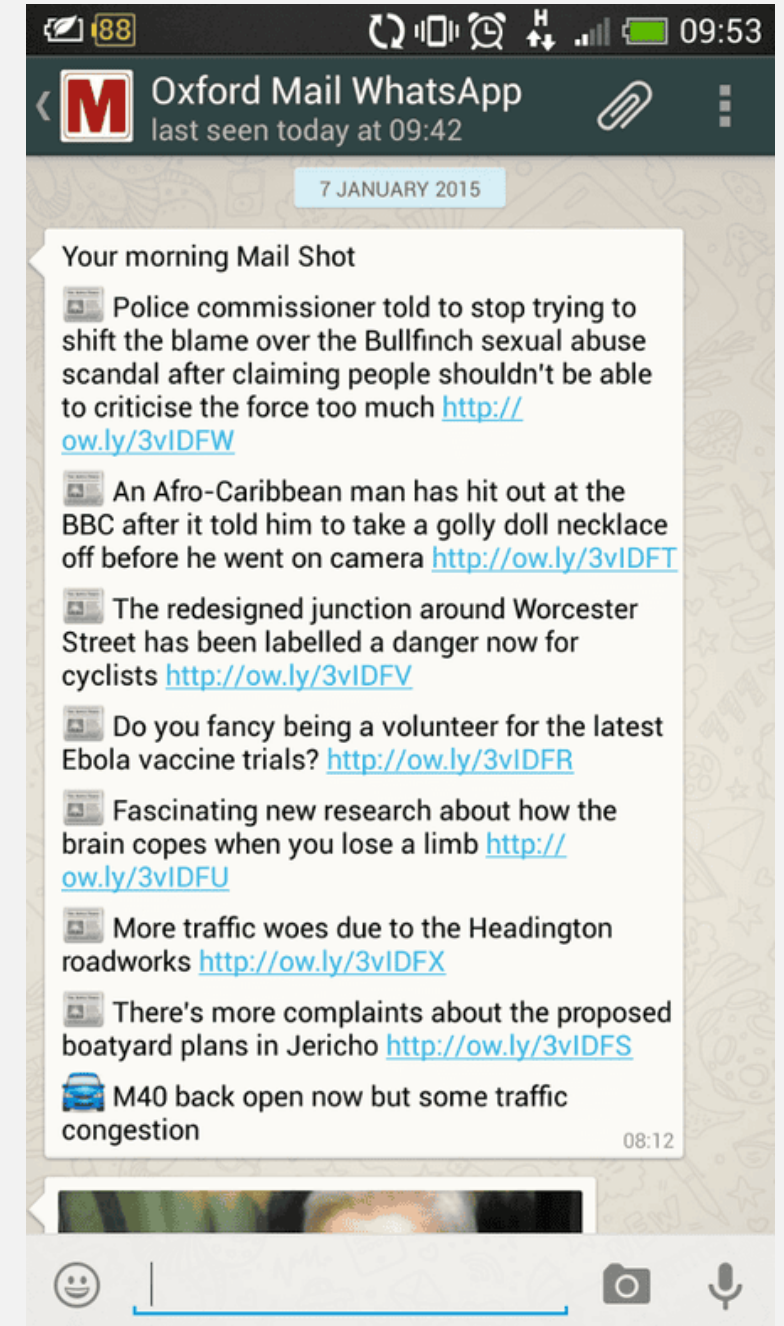
- At the time, chat app enjoyed more clicks on story links than email or Twitter.
- Reaches people with family – or who have moved away – but with ties to a place.



These are the far flung places where people get our WhatsApp news alerts - you can sign up via ow.ly/3lk6By

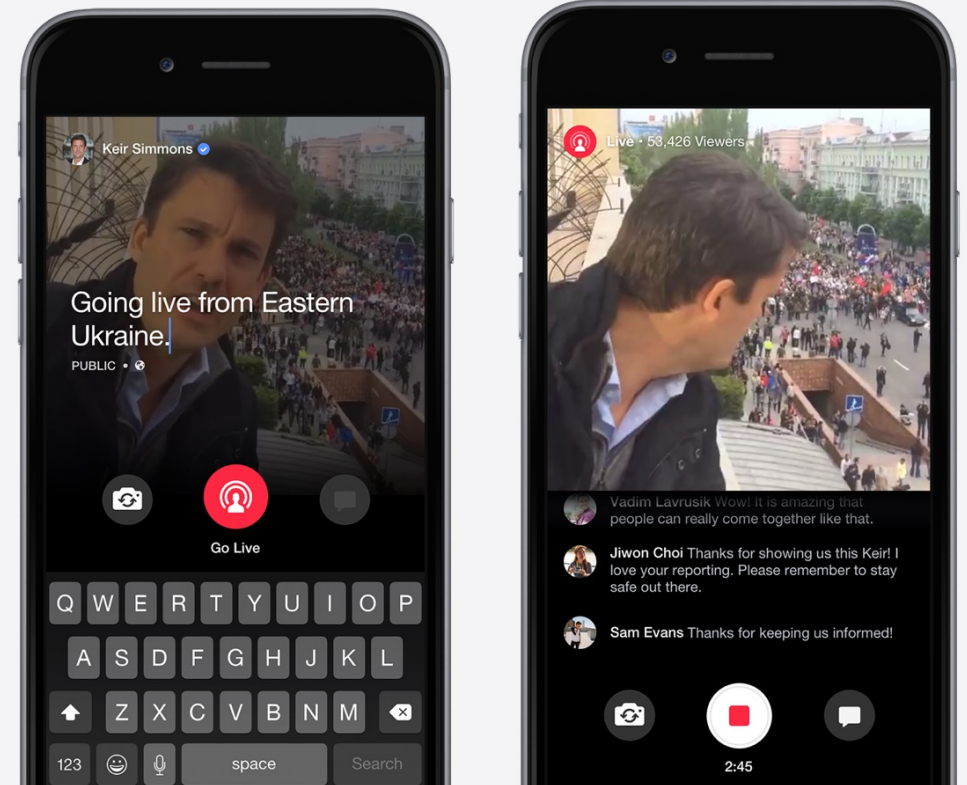


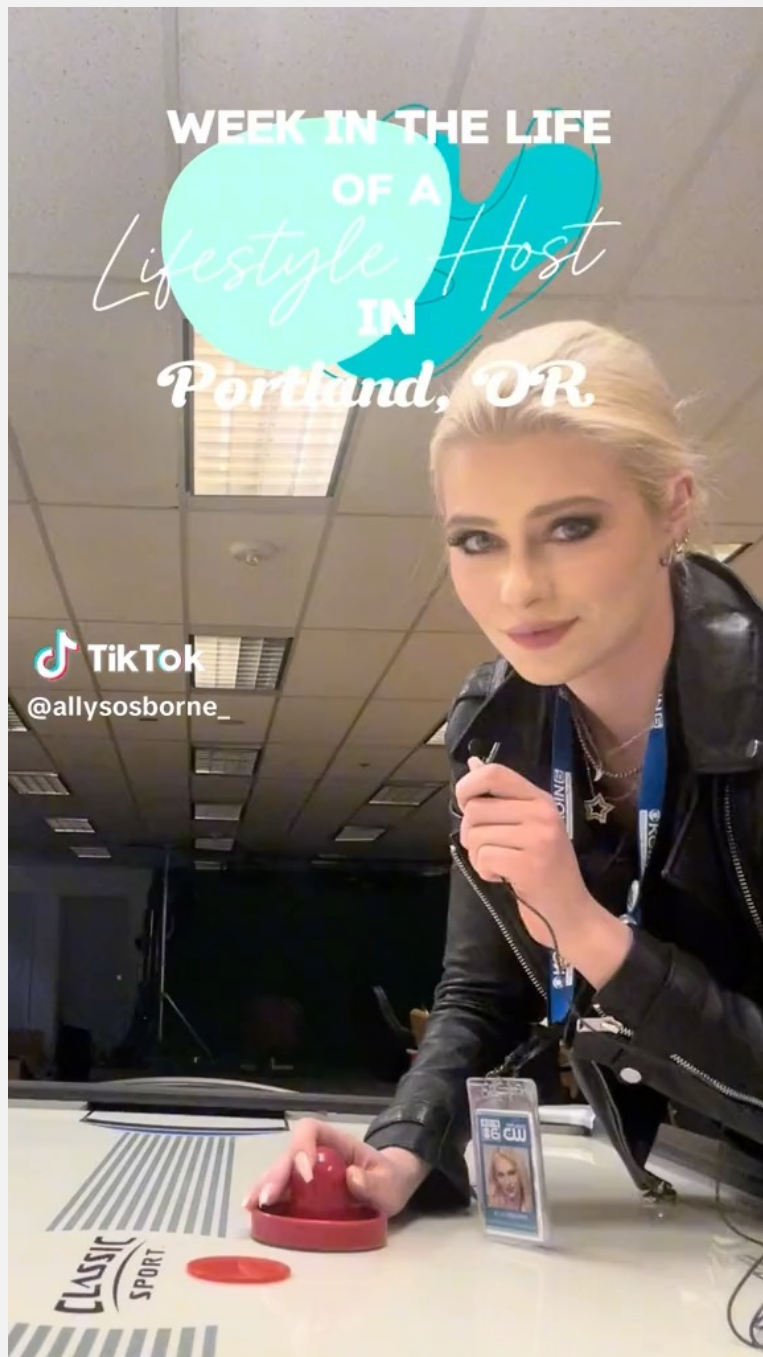
1:47 PM · Nov 16, 2014



2. BEHIND-THE-SCENES

- **Editorial Insights:** Sharing insights about past, or upcoming stories, from the newsroom (e.g. editorial meetings) providing transparency about the reporting process.
- **Staff Profiles:** Introducing journalists and staff to humanize the publication and build rapport.
- **Live Reporting:** On location, a peek behind the curtain.





ALLY OSBORNE, LIFESTYLE REPORTER,
KOIN-TV, PORTLAND, OR



3. COMMUNITY ENGAGEMENT



Q&A Sessions: Live or recorded conversations with journalists or local figures. May involve answering questions from the audience/community.



Polls and Surveys: Engaging the audience by soliciting their opinions on local issues or news coverage.



User-Generated Content: Encouraging the community to submit their own stories, reviews, photos, videos, etc.

NEWS > CURIOUS TEXAS

Have questions for journalists? Join Dallas Morning News reporters during our community office hours

We're partnering with the Dallas Public Library for our office hours series. A couple times a month through the end of the year, reporters and editors will spend half a day at different libraries in North Texas.



Michael Lindenberger of The Dallas Morning News talks with subscribers as they tour The News' building. (Irwin Thompson / The Dallas Morning News)

TOP PICKS



Things to Do

Plan your week with our local event calendar.

What we know about fatal shooting outside Bowie High School in Arlington



Dallas County judge declares mistrial in murder case, recuses herself over hot mic moment



MEMBER EXCLUSIVE

Dozens of UT protesters arrested during pro-Palestine rally on the Austin campus

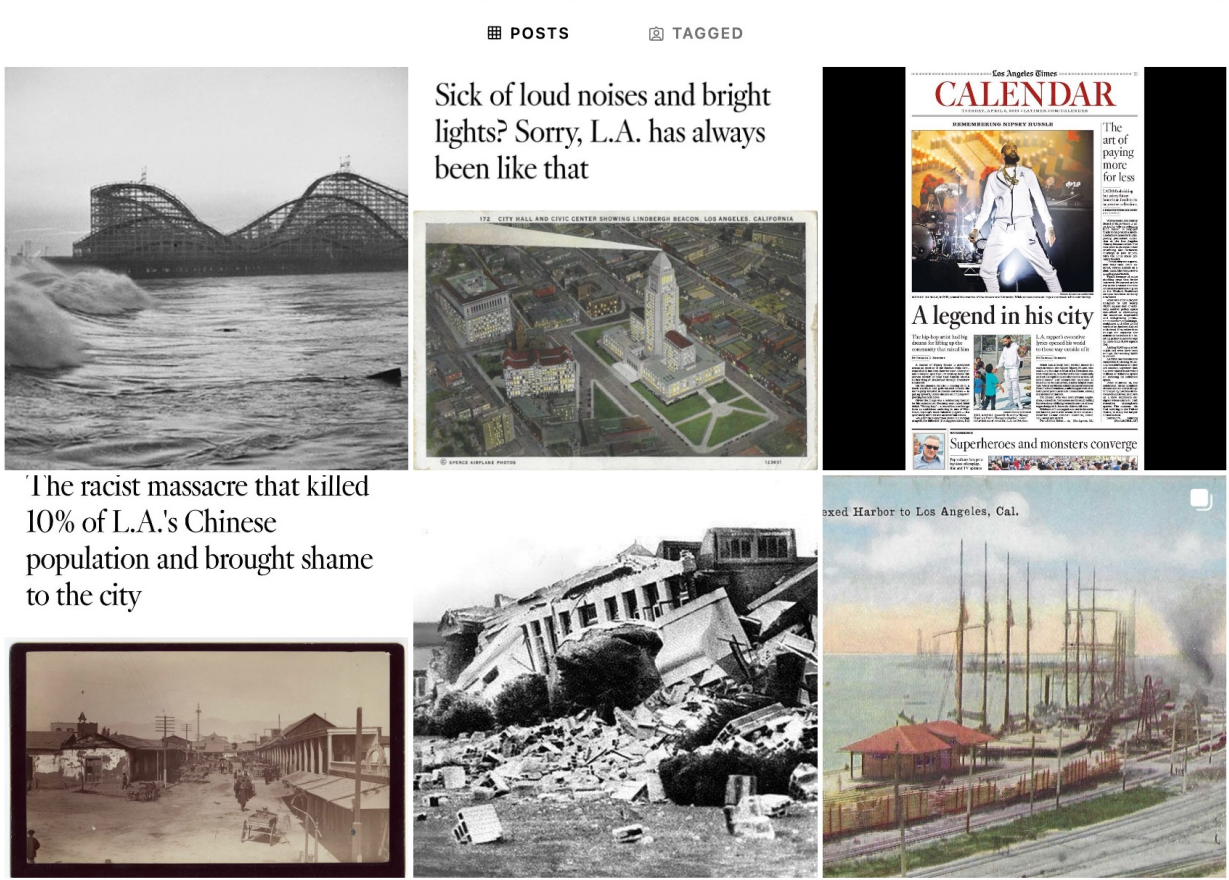
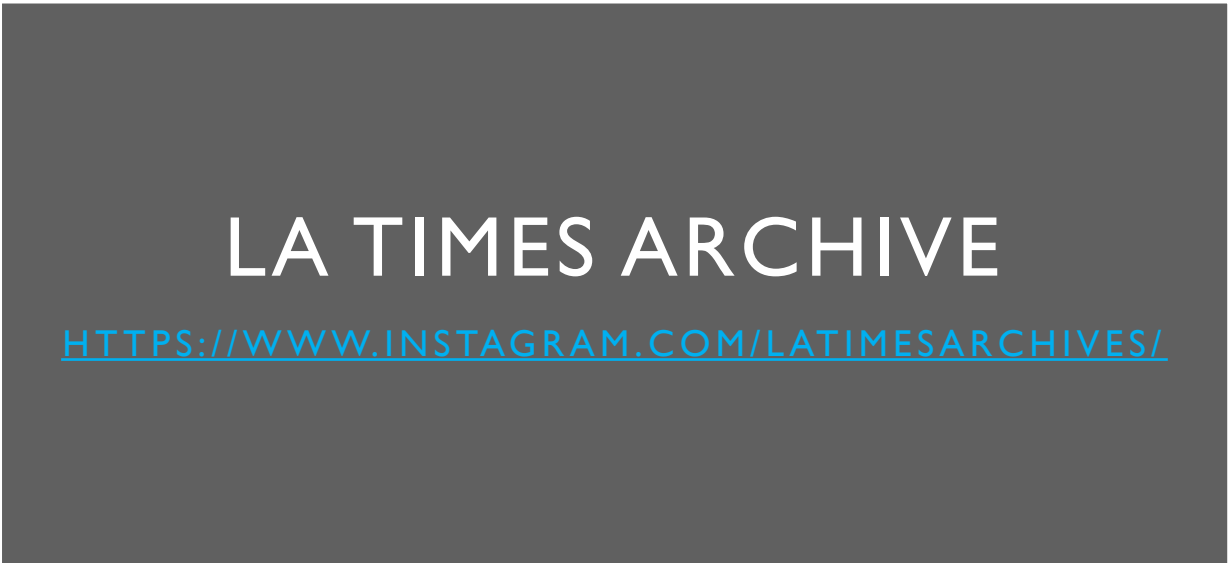


'I just want my child': 1 student dead, 4 in

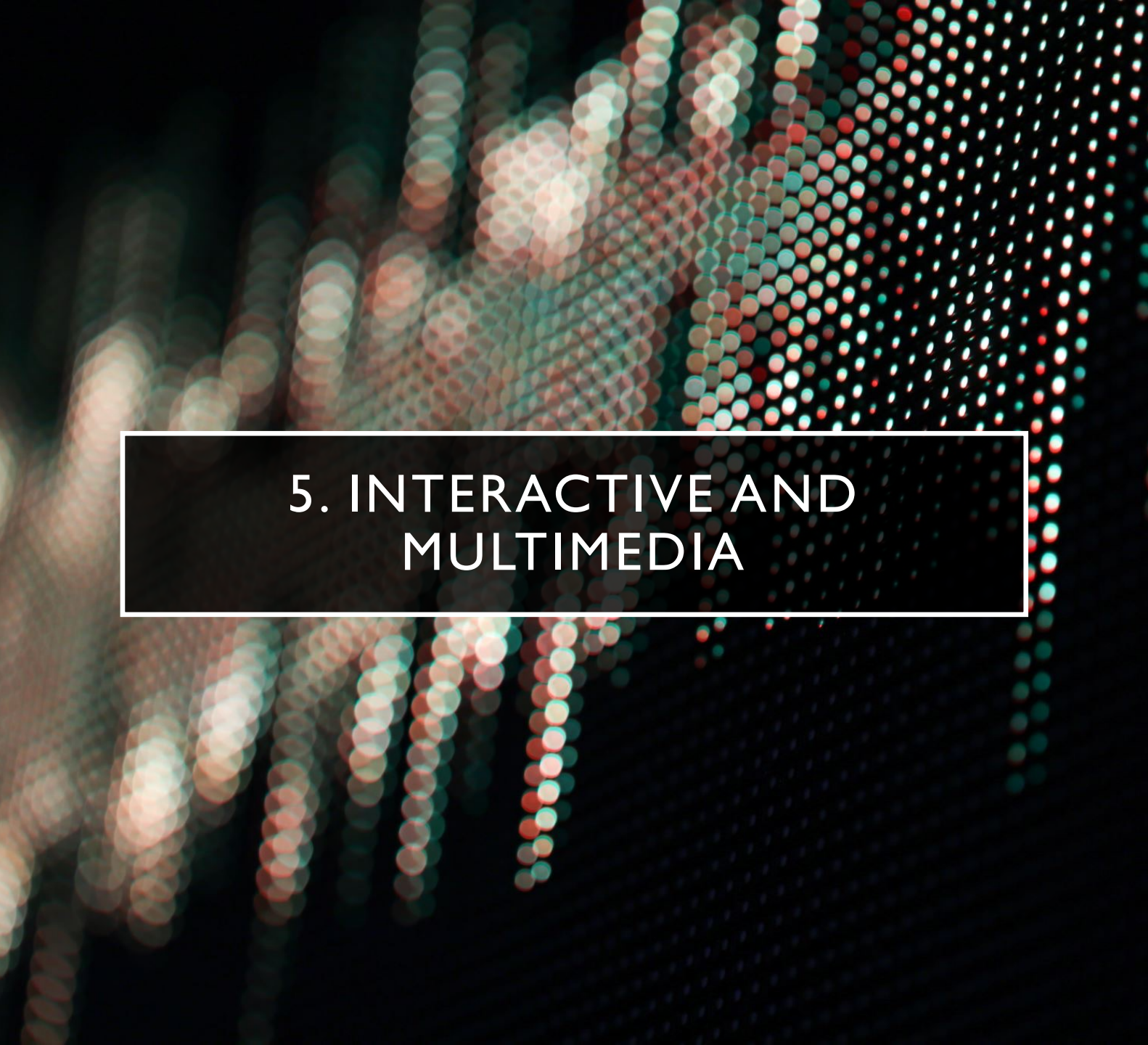


- **How-to Guides:** Practical content e.g., how to participate in local elections, how to report local issues, etc.
- **Explanatory Journalism:** Explain complex local issues or governmental processes.
- **History and Archives:** Sharing historical photos, stories, or significant past articles.

4. EDUCATIONAL CONTENT



- Ran from 2019 to 2021.
- One post a day.
- “An estimated 4 million L.A. Times images dating from around 1918 to 1990 are stored at the UCLA Special Collections Library, which will be used to populate the account, along with tens of thousands of our own digitized photos, many not published or seen by the public for decades.”

The background of the slide is a dark, abstract composition. On the left side, there are vertical streaks of light in shades of orange, yellow, and green, creating a bokeh effect. On the right side, there is a dense grid of small, colorful dots in red, green, and blue, which also creates a bokeh effect. In the center, there is a black rectangular box with a white border containing the section title.

5. INTERACTIVE AND MULTIMEDIA

- **Live Coverage:** Streaming live events, press conferences, or significant community gatherings.
- **Photo and Video Stories:** Visual storytelling focusing on local events, places, or people.
- **Infographics:** Visual data about local issues, such as crime statistics, economic data, etc.

The Seattle Times

They Want to Make Me Illegal

I'm a trans child who lives in the U.S.

In the land of the free, home of the brave

But politicians out here tell me
how to live and behave?

Poem by Ollie, 12



The Seattle Times

December 19, 2023 · 🌐

Nonbinary 12-year-old Ollie wrote this poem this year titled, "They Want to Make Me Illegal." "Trans people are targeted overwhelmingly," said Ollie, who came out as trans at age 8. "I'm learning I'm different. And I'm learning to embrace that." Ollie, who moved to Joint Base Lewis-McChord with their family two years ago, has found community in art — they like digital art, poetry, writing, drawing, acting and singing. Read more: [st.news/genderaffirmingcare](https://www.seattletimes.com/st/news/genderaffirmingcare)

👍👍👍 161

64 💬 19 ➦



Like



Comment



Share

最相关 ▼



Bre Marie

This is incredibly heartbreaking. We have very few freedoms and rights in this country. We never have. It's an illusion. It's about as real as Christmas and Santa Claus. We lie to our children and ourselves that being American means something positive.... See more

18w Like Reply

12 👍👍👍



Sam Doyle

You are loved, Ollie.

18w Like Reply

8 👍👍



Elaine Hill

He only thinks that because his parents told him he was. Be better parents.

18w Like Reply

4 👍👍👍



6. PROMOTIONAL CONTENT (\$)

- Subscriptions and Offers: Promoting subscription offers, contests, or giveaways.
- Event Promotion: Advertising events sponsored by or associated with the newspaper.
- Merchandising: If applicable, promoting branded merchandise.

BOSTON GLOBE STORE

YOUR PURCHASE SUPPORTS GLOBE JOURNALISM

Best Sellers



Apparel



Accessories



Books



Photography



Home & Office



bglobestore

Follow

Message



50 posts

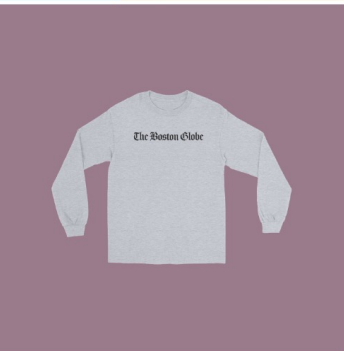
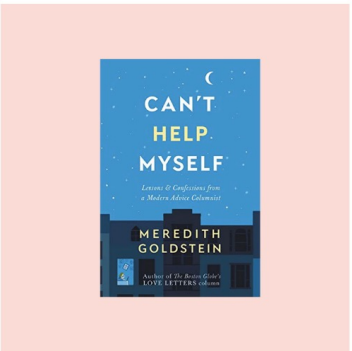
220 followers

53 following

Boston Globe Store
Don't just read the Globe, wear the globe.
Official merchandise of @bostonglobe
store.globe.com

POSTS

TAGGED

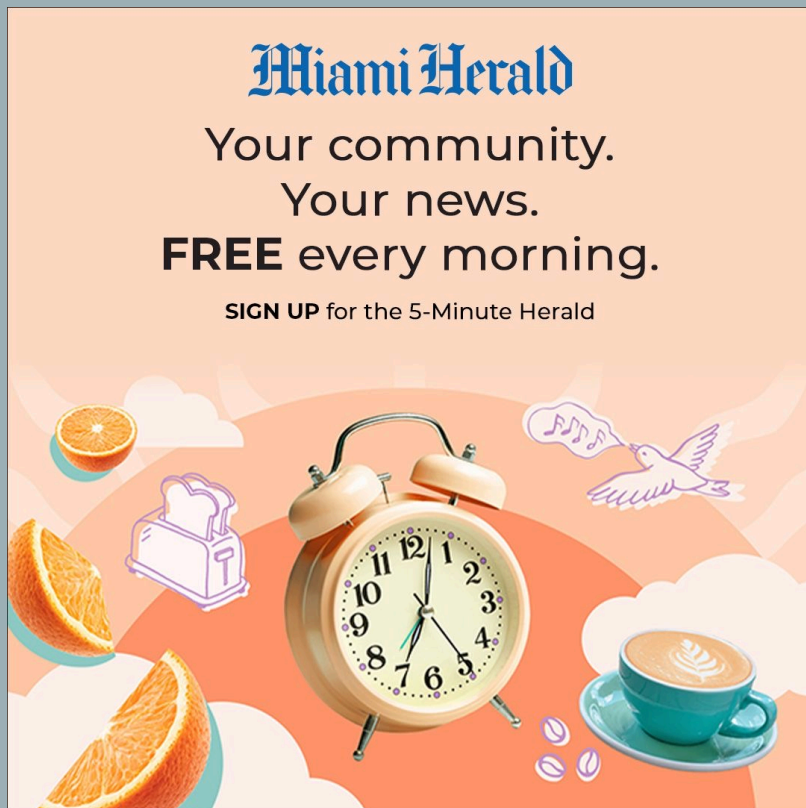


7. TRAD MARKETING

- Teasing other products e.g. newsletters, podcast etc.
- Front page
- Where to find you online



PINK PAPER FOR BREAST CANCER AWARENESS!



Examples from their Facebook Page

ICT

@IndianCountry

ICT is a spacious channel that serves Indigenous communities with news, entertainment, and opinion.

Media & News Company Washington, Phoenix, Anchorage
[ictnews.org](https://www.ictnews.org) Born 1981 Joined December 2008

634 Following 157K Followers

Followed by Feven Merid, Anna Mattson, and 107 others you follow

Posts

Replies

Media

Likes

Pinned



ICT @IndianCountry · Apr 19, 2023

ICT will no longer post fresh content on Twitter. The management of Twitter's attack on other news organizations, journalists, and journalism has led us to mistrust its decision-making.



ICT is an independent, nonprofit and multimedia news enterprise serving the public with quality journalism on the Indigenous world.

Here is where you can find ICT's work:

- Read us at on our digital platform: www.ictnews.org
- Watch the ICT Newscast on YouTube, our digital platform + local PBS stations (check your local listings)
- Subscribe to our newsletters "The Weekly" + "IndigiPolitics"
- Listen to the ICT Newscast on Soundcloud
- Follow us on other social media platforms
- Share ICT stories on social media

WE'RE HIRING

Baltimore, Maryland

OPEN POSITIONS

- Analytics
- Editorial
- Engineering
- Finance
- Marketing
- Product

Venetoulis Institute
for Local Journalism

The Venetoulis Institute for Local Journalism

March 2, 2022 ·

Newspaper newsroom employment fell 57% between 2008 and 2020, from roughly 71,000 jobs to about 31,000. At the same time, the number of digital-native newsroom employees rose 144%, from 7,400 workers in 2008 to nearly 18,000 in 2020. We are hiring and want you to be a part of our growing news team! Learn more here: [venetoulisinstitute.org](https://www.venetoulisinstitute.org)

5

1 1

Like Comment Share

Most relevant

Most relevant is selected, so some comments may have been filtered out.

Comment as Damian Radcliffe

8. LIFESTYLE AND HUMAN INTEREST

- **Local Spotlights:** Highlighting local businesses, artisans, or cultural aspects.
- **Human Interest Stories:** Stories that focus on individuals or groups doing noteworthy things in the community.
- **Tips and Advice:** Lifestyle content such as local entertainment options, dining reviews, or weekend suggestions.



AJ+





9. OTHER IDEAS

- Takeovers
- What else?

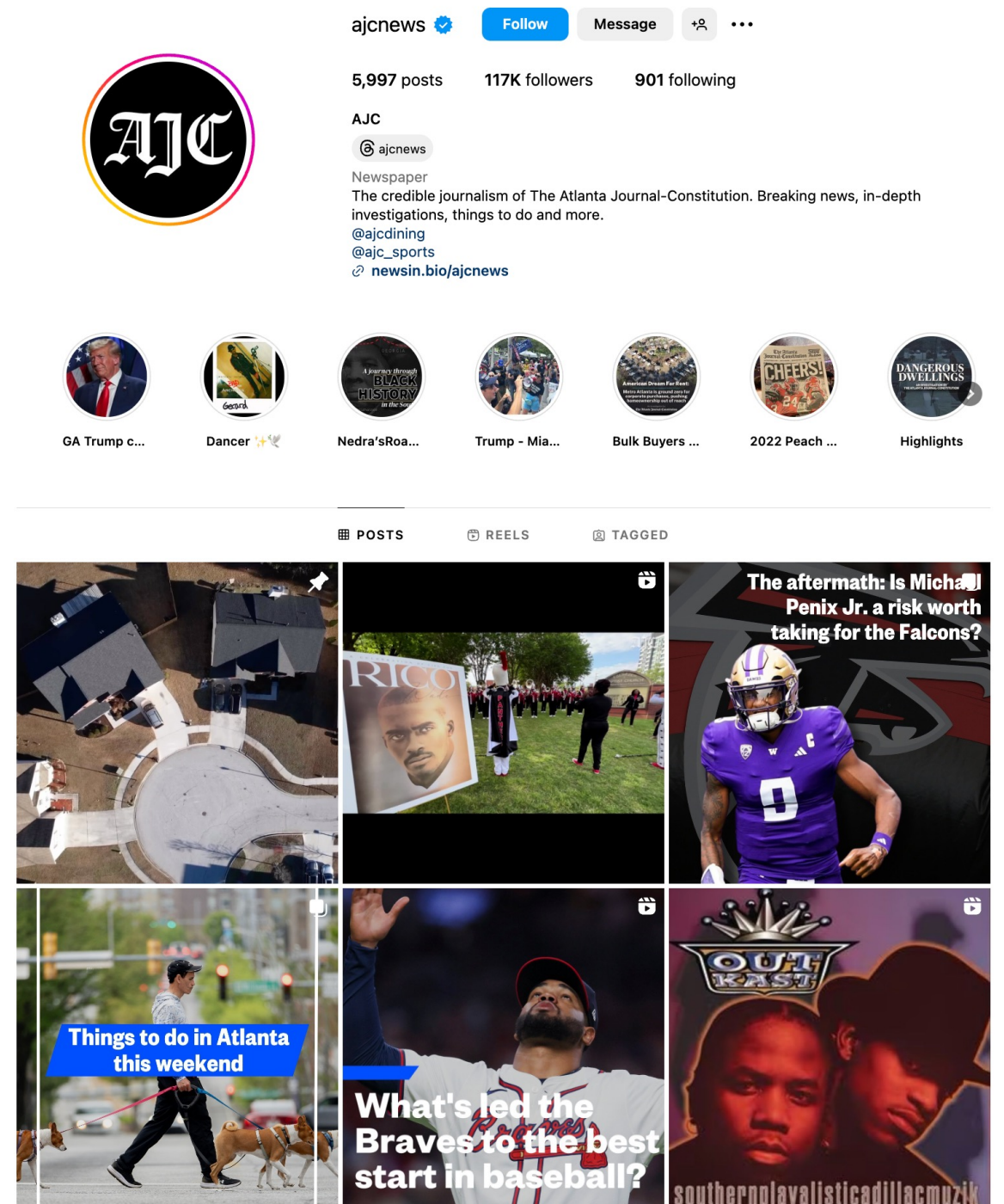
**IDEAS FOR 7 PLATFORMS YOU
MAY NOT BE USING (OR
UNDERUTILIZING)**



I. INSTAGRAM

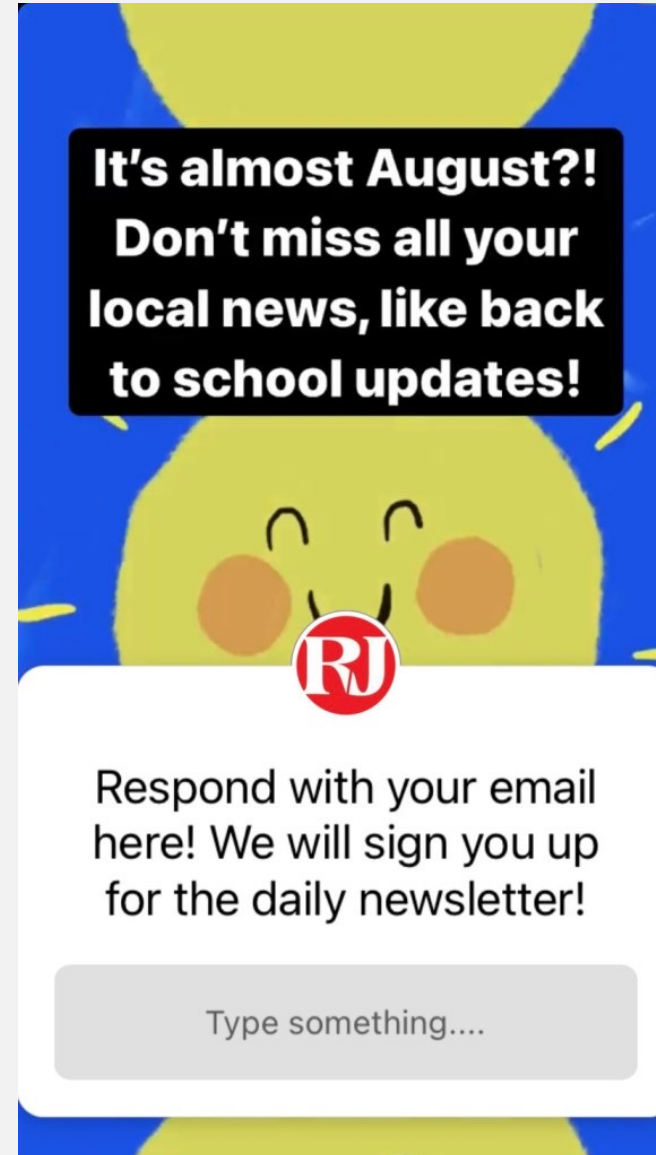
Story Highlights for Evergreen Content:

Utilizing Instagram Stories to cover local events or important news and then saving them as Highlights can provide long-term value and serve as a reference point for followers.



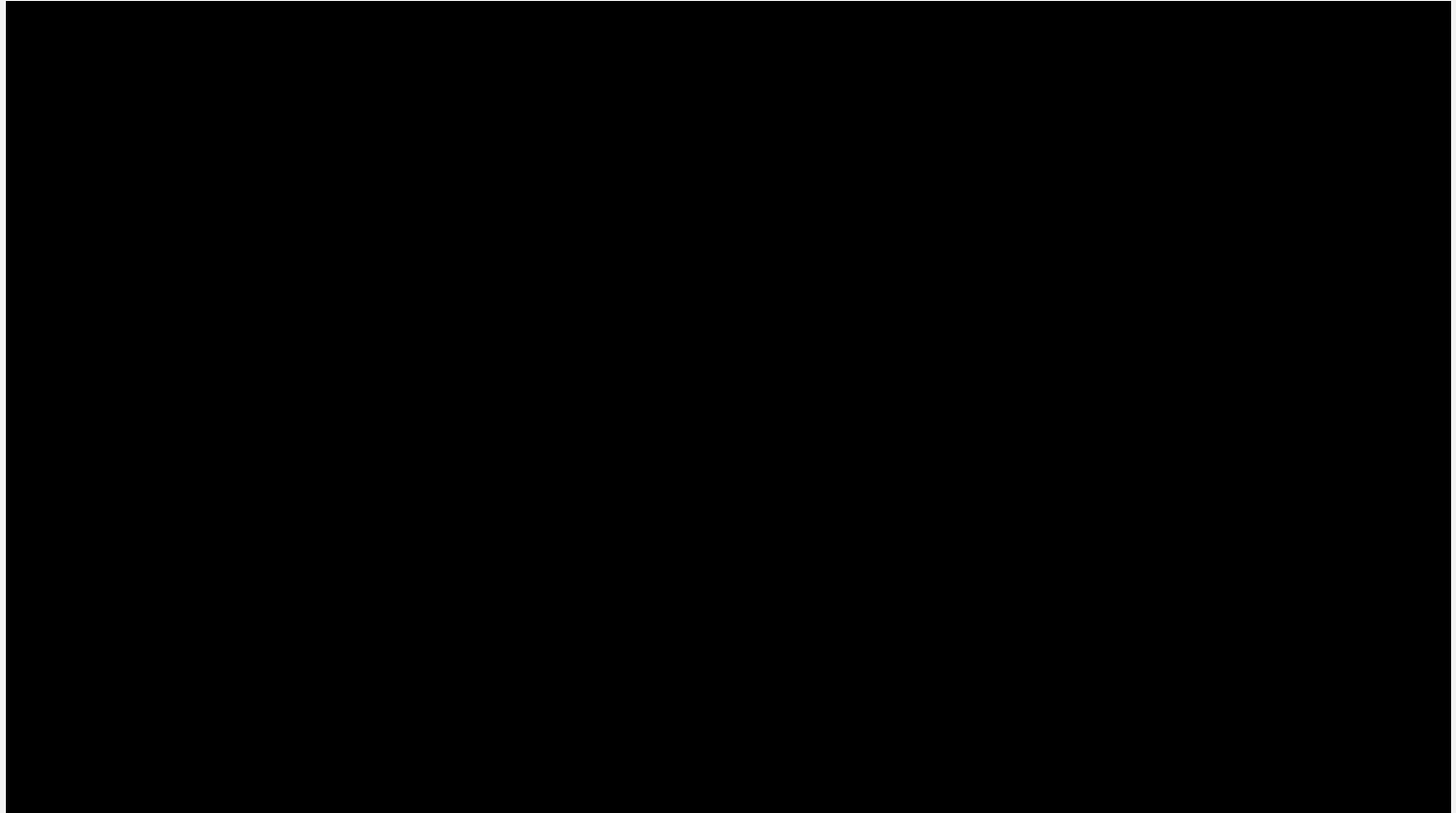
NEWSLETTER SIGN UPS

Record-Journal in Meriden, Connecticut asked people to add their email to an Instagram story.



2. YOUTUBE

- **In-depth Reporting and Documentaries**
- **Event Coverage**
- **Regular News Updates:** Posting daily or weekly news roundups in video format can cater to audiences that prefer video over text.



Search



The Oregonian ✓

@oregonian · 456K subscribers · 14K videos

Oregon's source for breaking news, weather, entertainment videos and more. The Oregonia... >

[oregonlive.com](https://www.oregonlive.com) and 6 more links

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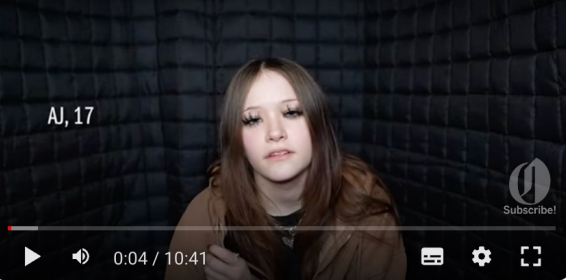
Podcasts

Playlists

Community



12 Portland area teens share substance u...



12 Portland area teens share substance use disorder recovery...

1,026 views · 9 days ago

Harmony Academy Recovery High School students shared their stories in an Oregonian/OregonLive recording booth.

Harmony Academy currently serves 40 Portland area teens who struggle with mental health issues and substance use disorder.

Read more: <https://www.oregonlive.com/politics/2.....>

READ MORE

The mystery of Cosmo the talking crow: A 12-part series ▶ Play all

This is a story — a true story — more than three years in the making. In December 2021, a talking crow flew into a Grants Pass elementary school and started playing with, talking to, and seemingl...



A talking crow went viral after befriending an Oregon...

The Oregonian ✓

3.7K views · 3 weeks ago

Subtitles



Is Cosmo the talking crow a victim or a villain?: Pt. 2

The Oregonian ✓

1.4K views · 3 weeks ago

Subtitles



Cosmo the talking crow went missing, and it wasn't the...

The Oregonian ✓

1.6K views · 2 weeks ago

Subtitles



Another habituated crow shows up in southern Orego...

The Oregonian ✓

1.4K views · 2 weeks ago

Subtitles



Cosmo the talking crow flies into a school, then goes...

The Oregonian ✓

1.5K views · 2 weeks ago

Subtitles



Did someone hire a hitman to take out a talking crow? | Pt...

The Oregonian ✓

1.1K views · 2 weeks ago

Subtitles

3. TIKTOK

- **Viral News Clips:** Sharing short, engaging clips from bigger news stories can capture attention quickly.
- **Partner with content creators.**
- **Encourage your younger reporters to create material.**





4. PINTEREST

- **Infographics and Data Journalism:** Sharing well-designed infographics about local issues or statistical data, which can drive traffic back to the main site.
- **Local Guides and Boards:** Creating boards that feature local businesses, attractions, or history, appealing to those planning visits or looking to learn more about the community.



Yesterday

☀️ Hello, Monday! 1 big thing:

Biden has a growing race problem. He is bleeding support among Hispanic voters and Black voters — especially younger ones, and especially in swing states. This is an alarming, re-election-threatening, full-blown crisis for the White House.

📖 Go deeper: <https://www.axios.com/2023/11/06/biden-black-hispanic-voters-losing-polls>

09:32

❤️ 🇲🇪 👍 😂 45

👋 Welcome back! 1 big thing:

Unemployment jumped from 3.4% in April to 3.9% in October. Historically, once the rate rises by that much, it usually keeps rising. A common rule of thumb already points to an elevated risk of recession.

📈 Go deeper: <https://www.axios.com/2023/11/06/jobs-report-unemployment>

18:59

👍 ❤️ 🇲🇪 😂 39

5. WHATSAPP

- **Broadcast Channels:** Sending out breaking news updates or daily news summaries to subscribers, providing concise content directly to their phones.



6. REDDIT

AMA (Ask Me Anything) Sessions:

Journalists or editors can hold AMA sessions in relevant subreddit communities to discuss recent stories or issues.

Participating in Local Subreddits:

Engaging in discussions on local subreddits to increase visibility and direct traffic by contributing valuable insights and news updates.

And mining these subreddits for stories and insights!

  r/IAMA • 5 yr. ago
oregonian  

I am reporter Rob Davis with The Oregonian investigating how corporate cash corrupted environmental policy in Oregon, one of the greenest states in America. Ask me anything.

Journalist

In the last four years, Oregon's most powerful industries have killed, weakened or stalled efforts to deal with climate change, disappearing bird habitat, cancer-causing diesel exhaust, industrial air pollution, oil spill planning and weed killers sprayed from helicopters. What changed Oregon? Money. Lots and lots of money. Reporter Rob Davis here to answer any questions you might have about our investigative series "Polluted By Money."

Link to full coverage: <https://projects.oregonlive.com/polluted-by-money/part-1>

Short explainer video: <https://www.youtube.com/watch?v=miKfzUT01S4>

- Rob Davis' twitter: <https://twitter.com/robwdavis>
- Oregonian on twitter: <https://twitter.com/oregonian>
- Oregonian on Facebook: <https://www.facebook.com/theoregonian/>

Proof: <https://i.redd.it/l89j86hjb21.jpg>

12:15 p.m. EDIT: Thanks for dropping by everyone, appreciated the thoughtful questions. I have to jam. But I'll circle back later this afternoon to answer any lingering questions.

Archived post. New comments cannot be posted and votes cannot be cast.

 16K   547  Share

Sort by: Best ▾

 **Jshuam** • 5y ago • Edited 5y ago

What, in your estimation, do you think is the best solution for preventing policy makers from being influenced by outside corporate cash?

 515   Share ...

7. LINKEDIN

- Share successes.
- Post more than just job openings.
- Posts with links to your content.
- Virtual events. AND MORE!



Mark J. Rochester • 2nd
Executive Editor Sarasota Herald-Tribune
1yr •

+ Follow ...

Extremely proud that [Investigative Reporters and Editors](#) selected the police misconduct package from inewssource and KPBS for its Local Matters weekly newsletter of the nation's best investigations. Hats off to Jill, Claire, Gustavo and everyone else involved in the effort.

Local Matters

The best in local journalism

Police leaders in Baton Rouge, La. **make some officers sign secrecy agreements**, prohibiting officers from disclosing to outsiders what occurs within the hiring process, the department's internal affairs branch and the organizing of civil service elections, James Finn reported. [THE ADVOCATE](#)

On the advice of the state's attorney general, Alaska's civil rights agency **quietly deleted language promising equal protections** for LGBTQ Alaskans against most categories of discrimination, and it began refusing to investigate complaints, Kyle Hopkins reported. [ANCHORAGE DAILY NEWS](#)

The span of roughly a decade, Ohio had at least 231 train chemical spills and **took little action to prevent catastrophic derailments** like the recent incident in East Palestine, Ohio, Max Filby reported. [THE COLUMBUS DISPATCH](#)

Campus police at a Florida college arrested protesters and released a statement that accused them of throwing things at officers, but reporter Justin Garcia obtained the arrest reports and **found no mention of any thrown items**. [CREATIVE LOAFING](#)

Police departments in Connecticut released descriptions of use-of-force incidents **that left out key details** at least four times, Alex Putterman reported. In one case, they failed to mention that a man died after he was shot by police. [CT INSIDER](#)

A new California law requires police misconduct records to be public but reporters Jill Castellano and Gustavo Solis found that in San Diego **a third of cases were missing discipline records**. [INEWSOURCE/KPBS](#)



Jonathan Kealing and 22 others

1 comment • 1 repost



TRY NEW THINGS!

Each of these platforms can serve specific roles, helping to diversify content distribution, engage with different segments of the audience, and achieve strategic goals more effectively.

Local newsrooms need to consider their unique audience demographics and content strengths when choosing which platforms to invest in.

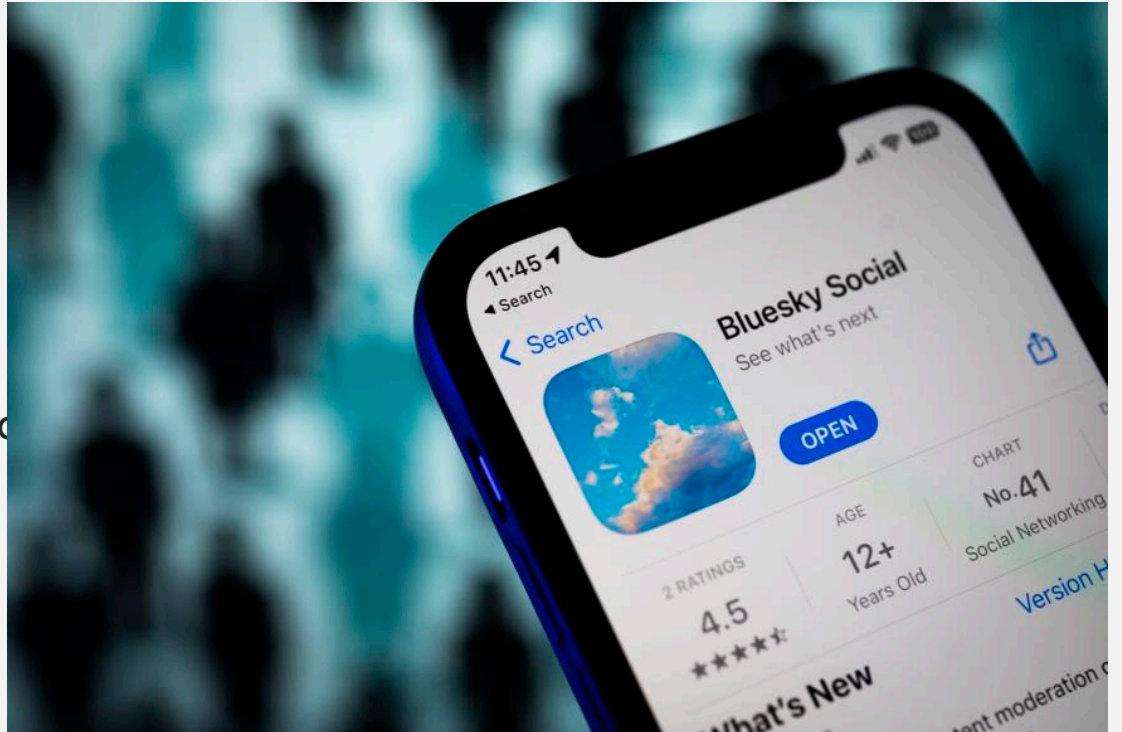
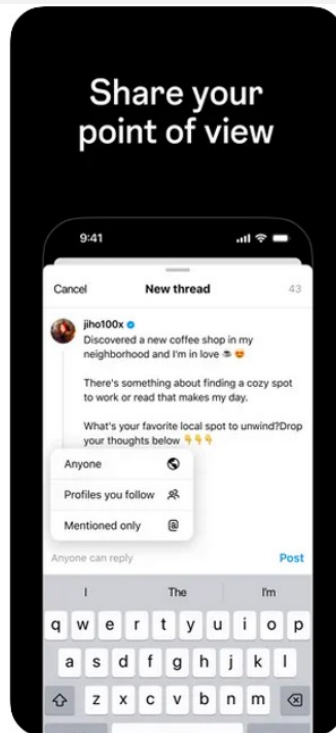
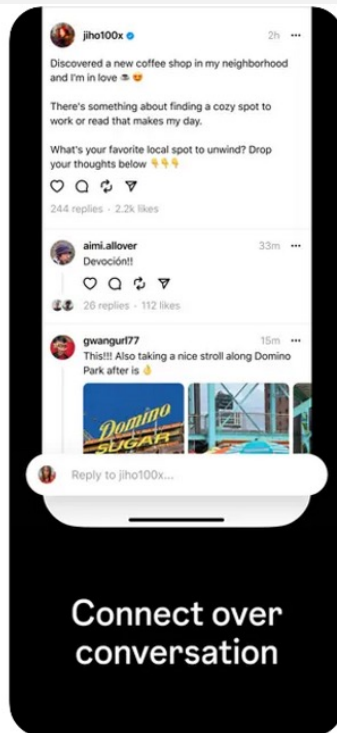
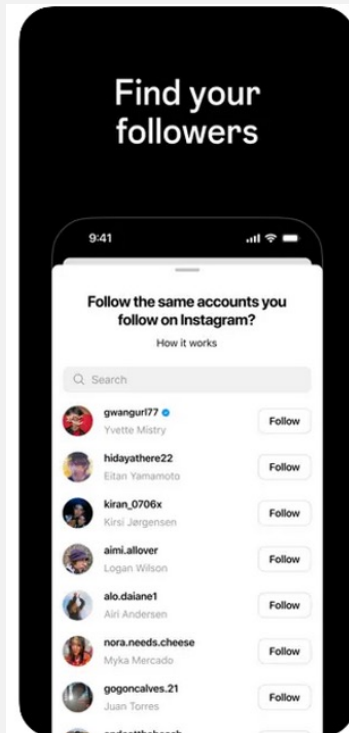
5. LOOKING AHEAD

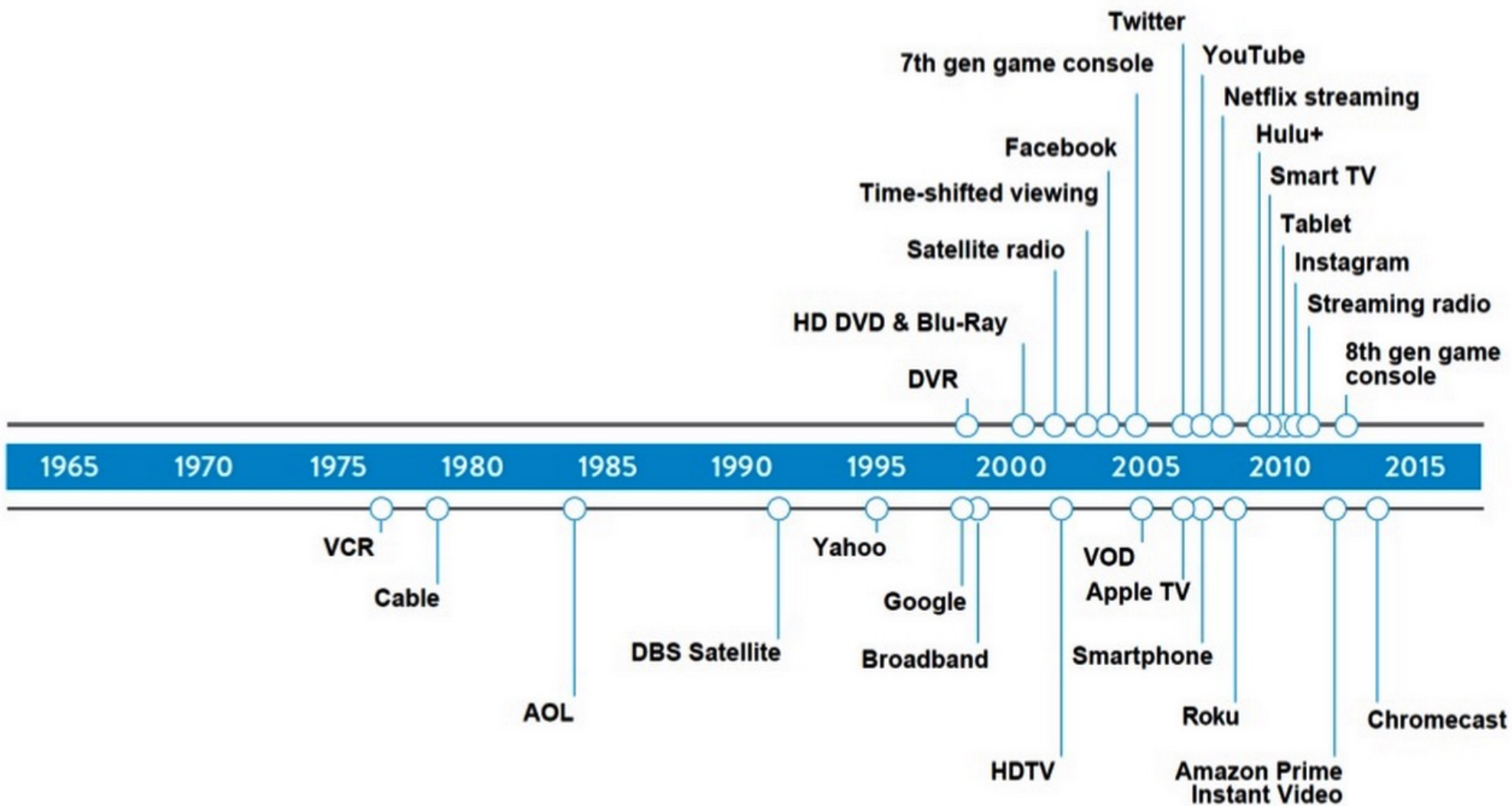
6 principles to remember



I. FAST MOVING SPACE

- New developments happen all the time
- Hard to predict what will be a success

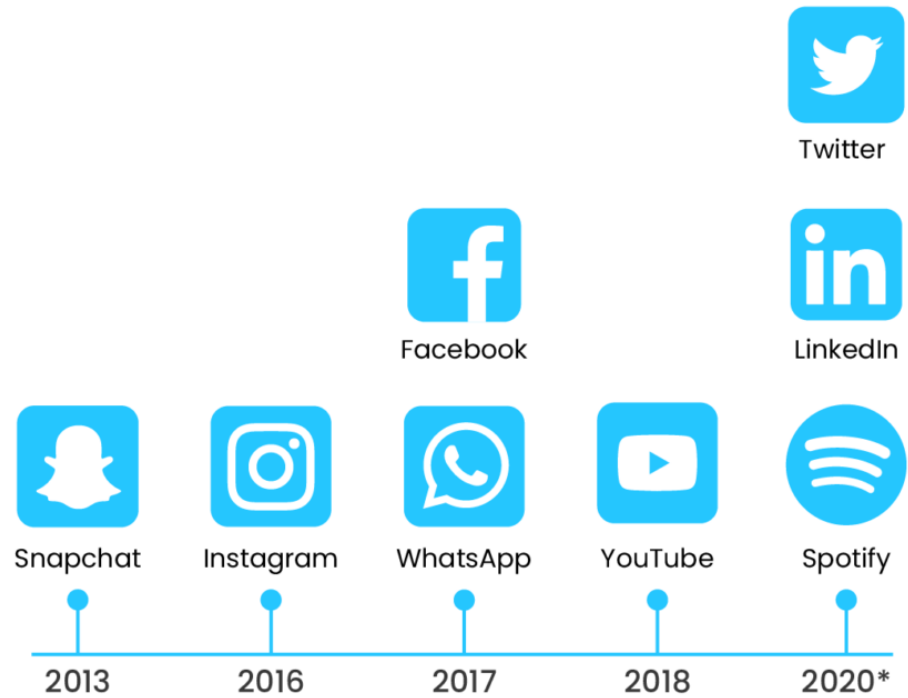




New platforms and behaviors emerging
ALL.THE.TIME.

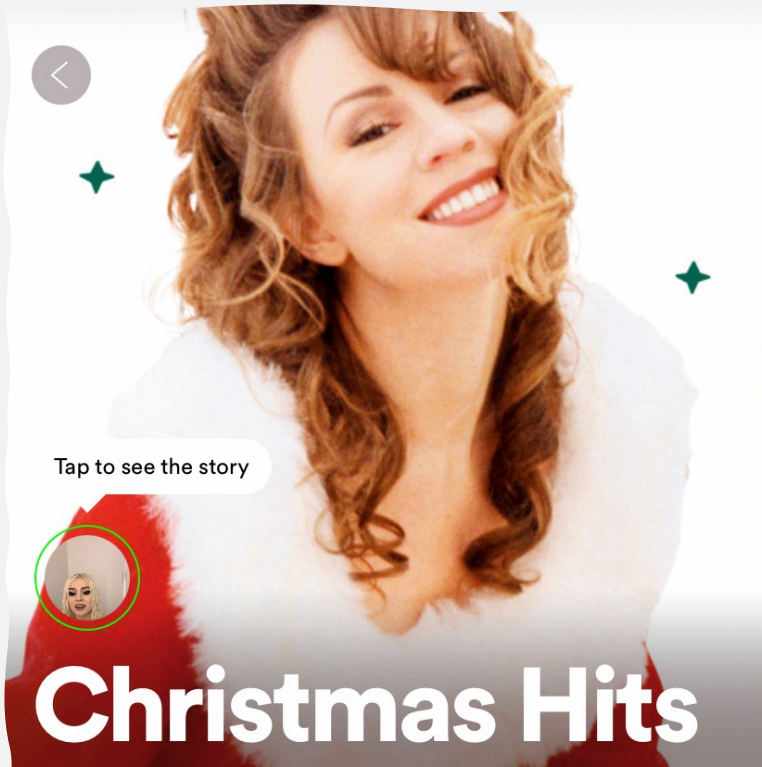


The Stories Takeover

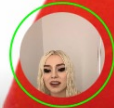


STORIES ON SOCIAL MEDIA





Tap to see the story

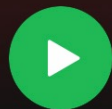


Christmas Hits

The biggest Christmas songs of all time.



3,383,298 likes • 6h 3m



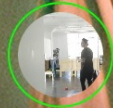
All I Want for Christmas Is You
Mariah Carey



Last Christmas



Tap to see the story

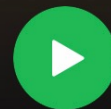


tear drop

Emo rap feelings for the misunderstood. Cover: iann dior



815,381 likes • 4h 42m



Holding On
iann dior



nothinglastsforever



Tap to see the story



Megan Thee Stallion presents Good News, the Enhanced Album

Megan Thee Stallion has arrived with 'Good News' for us all. Get an exclusive look with her Enhanced Album, only on Spotify!



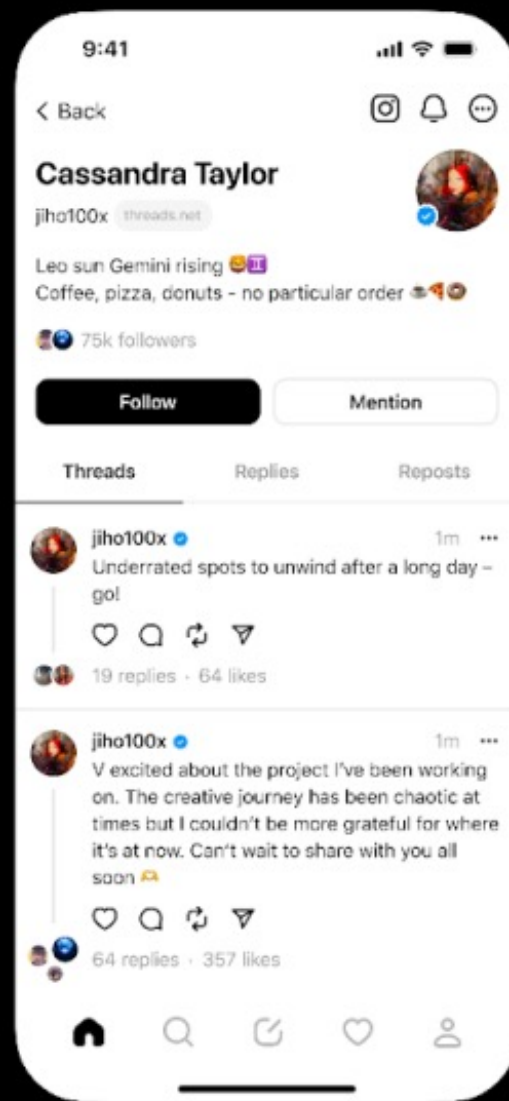
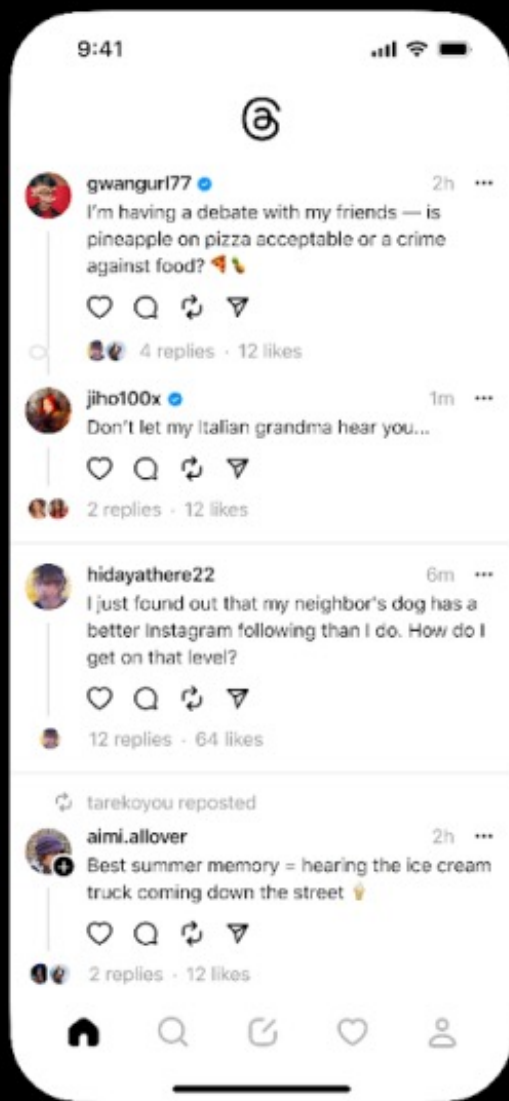
66,301 likes • 49min



Shots Fired
Megan Thee Stallion



Circles





How news leaders think journalists should use Twitter and Facebook in 2022

Data from a survey of 246 media leaders in 52 countries for 'Journalism, media and technology trends and predictions 2022'.



Q10. Which of the following comes closest to how you think journalists should use social media like Twitter and Facebook? N=234.

[Get the data](#) • [Embed](#)



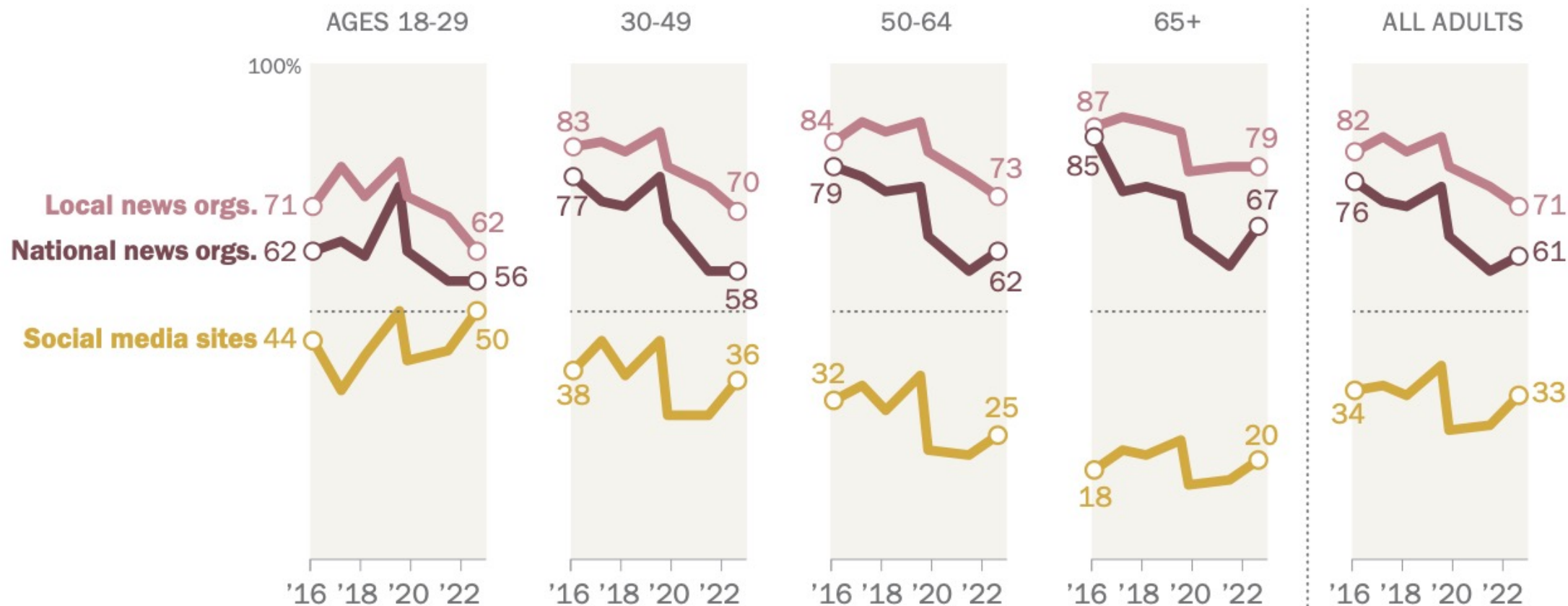
2. TIGHTENING OF SOCIAL MEDIA POLICIES?

“The social media presence of journalists is increasingly difficult to navigate. On the one hand, publishers profit from the strong personal brands of some of their correspondents; on the other, many require news staff to be neutral or objective, especially on political and controversial topics. This balance is increasingly hard to achieve in politically and culturally charged settings like social media.”

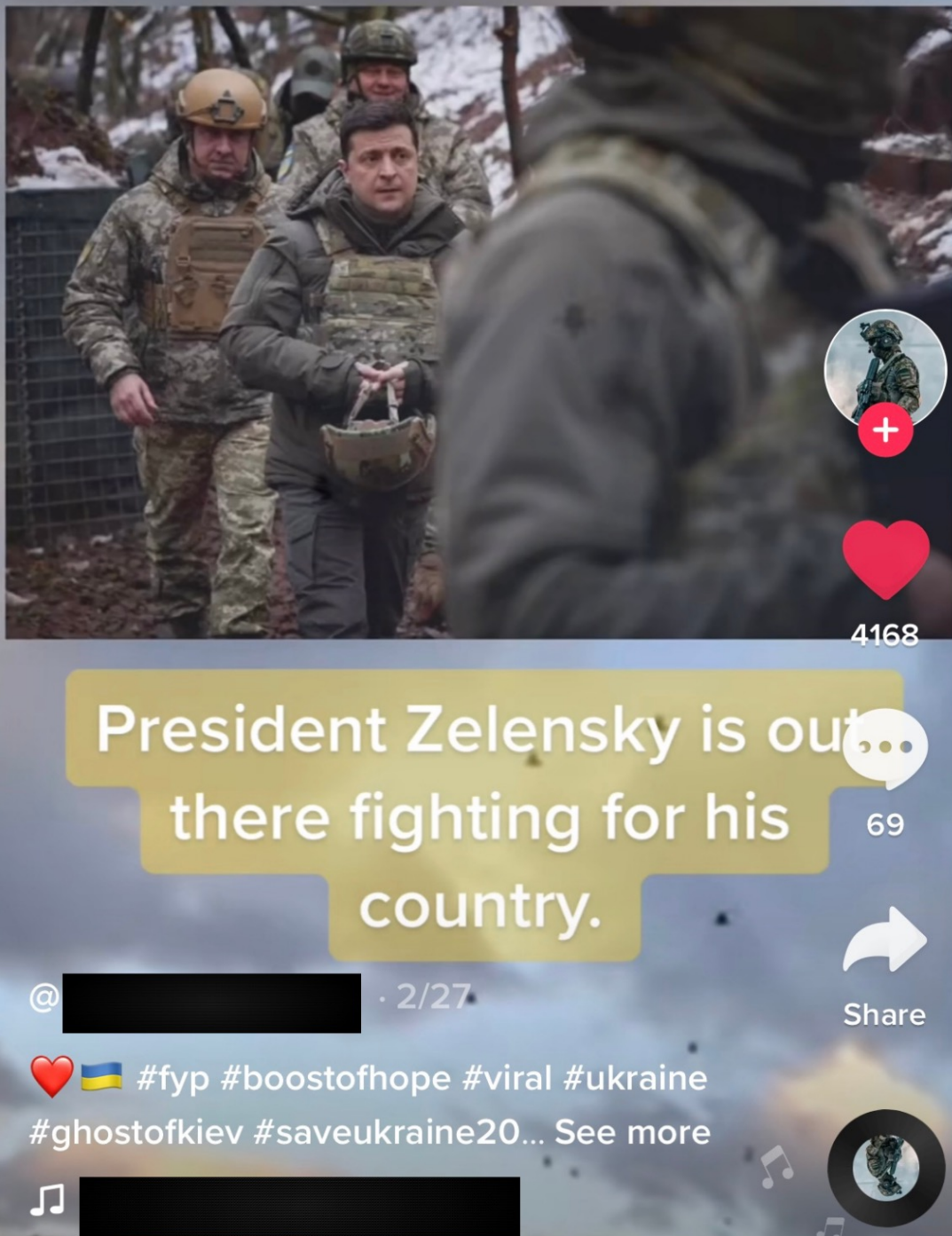
**3. GROWING MISTRUST –
BUT THAT'S ALSO AN
OPPORTUNITY**

U.S. adults under 30 are now almost as likely to trust information on social media sites as information from national news outlets

% of U.S. adults who say they have **some or a lot of trust** in the information they get from ...



Note: In 2016, trust of information from social media was only asked of and based on internet-using U.S. adults. In the question on trust in the information from social media sites, the examples used have changed over time; for more detail on the specific wording, see the topline. Source: Survey of U.S. adults conducted July 18-Aug. 21, 2022. For dates of other surveys, see the topline.



FALSE CONTEXT

Footage shown of President Zelensky “out there fighting for his country,” was filmed in 2021.

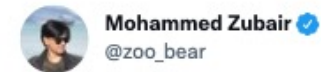
(Screenshot via NewsGuard)

Досье

Сирия



GAME FOOTAGE ALSO USED TO DEPICT
WAR IN UKRAINE... AND SYRIA...



Hello [@republic](#), The 'exclusive video' that your team has accessed of Airstrikes at [#PanjshirValley](#) is actually from a video game "Arma-3". 🧑🧑🧑



3:48 AM · Sep 6, 2021 · Twitter for Android

JOURNALISTIC ERRORS

Privacy Policy | Feedback

Wednesday, Jul 20th 2022 7AM 62°F 10AM 76°F 5-Day Forecast

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Who's the boss? Hilarious snaps show children doing their very best to distract their parents while they're working from home during lockdown

- Workers from across the globe shared snaps of their kids joining them on Twitter
- Some parents tied their kids up and worked with noise-cancelling headphones
- A mother who lives in Texas warned of the dangers of stepping on Lego bricks
- [Coronavirus symptoms](#): what are they and should you see a doctor?

By LATOYA GAYLE FOR MAILONLINE
PUBLISHED: 04:20 EDT, 26 March 2020 | UPDATED: 05:09 EDT, 26 March 2020

126 View comments

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Chris Rock relaxes on superyacht in Croatia with bikini-clad new girlfriend Lake Bell and showbiz pals Sacha Baron Cohen, Matthew McConaughey and Woody Harrelson



126 View comments

Top ^

Home +99



126 View gallery

► Gavin Rossdale, 56, shares rare snap of him with his children Daisy Lowe, 33, Kingston, 16, Zuma, 13, and Apollo, eight: 'With my better versions of me'



► Louis Tomlinson cuts a casual figure in yellow and blue jacket as he walks alongside bodyguard after Brisbane gig soundcheck during world tour



► The best-selling digital thermometer that shoppers call 'idiot proof' and 'extremely accurate' is reduced on Amazon by 64% to less than \$20 - and it has 140,000 five star reviews



► Kendall Jenner reveals her flat tummy in a coral-colored crop top for a salon date in Los Angeles after reuniting with beau Devin Booker



► Britney Spears reveals that she believes Michelle Pfeiffer's portrayal of Catwoman was the best: 'She is sick in this movie'



Time, Trump + MLK



Sean Spicer
@PressSec



A reminder of the media danger of tweet first check facts later

Zeke Miller @ZekeJMiller

Tweeting again: wh aide confirms the MLK bust is still there. I looked for it in the oval 2x & didn't see it. My apologies to my colleagues

RETWEETS

2,954

LIKES

5,552



5:47 PM - 20 Jan 2017

2.2K 3K 5.6K



O n the evening of January 20, TIME White House correspondent Zeke Miller incorrectly reported that the bust of Martin Luther King Jr. had been removed from the Oval Office. Zeke quickly issued a correction. In the hours that followed, he sent multiple emails and tweets taking responsibility for his mistake, and apologized in person, on email and on Twitter. During further conversations over the weekend, he asked a White House advisor to pass along his apology to the president as well.

The President and White House aides have cited this mistake as an example of “deliberately false reporting.” It was no such thing. We regret that the error occurred, and believe it is important to share some detail about how it happened.





9 July 2023



False and misleading posts about the Ukraine conflict continue to go viral on major social media platforms, as Russia's invasion of the country extends beyond 500 days.



TRUSTED USERS (?)

HUMOR AND SATIRE

 **gwendolyn richards**
@gwendolynmr · [Follow](#)

We've officially reached Pumpkin Spice saturation point.



2:51 PM · Sep 7, 2014



Covered By:

- Quartz
- Elite Daily
- Cosmopolitan
- BuzzFeed
- Digg
- MTV
- *And More!*



Durex USA ✓

@Durex_USA · [Follow](#)



We've heard talk that we launched a Pumpkin Spice condom. We can't claim this one, but we do love it when people spice it up in the bedroom.

10:13 AM · Sep 8, 2014



47



Reply



Copy link

[Read 6 replies](#)

Denial covered by Quartz, Washington Post + others.



Ballsack Sports® 
@BallsackSports

...

Damian Lillard says “morons” hate on his loyalty to Portland everyday and it gets annoying



“I THINK WE LIVE IN A WORLD WHERE A LOT OF **MORONS** CAN'T TELL IF SOMETHING IS REAL OR FAKE. I LIKE TO CONSIDER MYSELF AS SOMEONE REAL. I DEAL WITH SO MANY MORONS EVERYDAY HATING ON MY LOYALTY.”



Damian Lillard in his 42nd interview that never happened with Ballsack Sports



Dia  @diandraann · Mar 2
Y'all.

...

This is BALLSACK SPORTS.

They highlighted and put an arrow to the part that says it's NOT TRUE and still so many people retweeting it like truth. This tells me some things.

1. People don't read things entirely- just headlines.
2. False narratives are easy to create.



Ballsack Sports ... @BallsackSpo...
Damian Lillard says “morons” hate on his loyalty to Portland everyday and it gets annoying
[Show this thread](#)



“I THINK WE LIVE IN A WORLD WHERE A LOT OF **MORONS** CAN'T TELL IF SOMETHING IS REAL OR FAKE. I LIKE TO



Ballsack Sports® 
42.4K Tweets



Ellis
@e11isBK

Who needs Shams and Woj when you've got Ballsack Sports?



Follow

Ballsack Sports® 
@BallsackSports

established 2021 • Featured Worldwide • Parody/Satire • Official IG:
RealBallsackSports • Sack Family IGs: BallsackSport

📍 Akron, OH [instagram.com/realballsacksp...](https://www.instagram.com/realballsacksp...) 📅 Joined June 2021

17.8K Following 194.5K Followers



Pinned Tweet



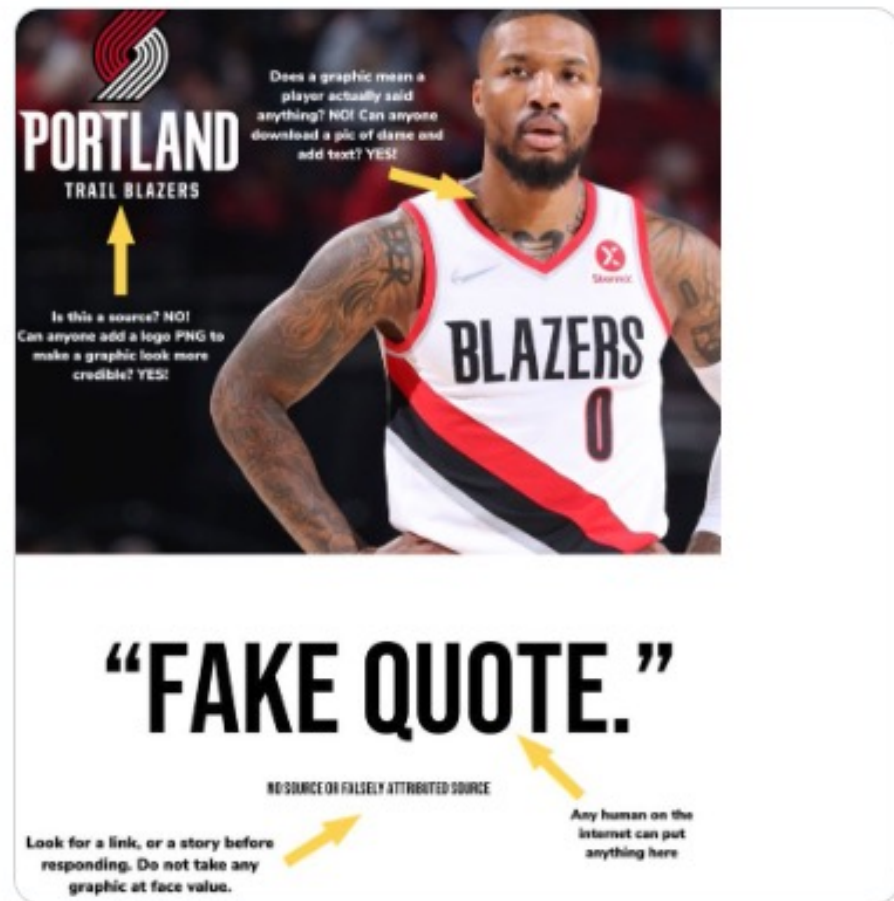
Ballsack Sports @ @BallsackSports · Mar 5



Today we will focus on the dangers of misinform in the media, and stress the importance of media literacy.

Social media and the internet has enabled users to create and spread misinformation at record rates.

Not everything you see on internet or social media will be real.



310



3,436



28K



[Show this thread](#)

4. MONETIZING SOCIAL MEDIA

- Sponsored Content
- Affiliate Marketing
- Subscriptions and Memberships
- Virtual, In-Person, Hybrid, Events (Paid for tickets + Sponsors)
- Merchandise
- Online fundraising campaigns
- Video monetization
- Partnerships



Still possible, but
not necessarily the
end goal



5. KEY TO

GET HANDS-ON

EXPERIMENT

TRY NEW THINGS

(E.G. APPS)

KEEP UP WITH TRENDS

6. BUT DO SO WITH THE END IN MIND



DON'T WORRY

YOU GOT THIS



**KEEP
CALM
AND
LOVE
JOURNALISM**

Thanks for listening!

Email:	damianr@uoregon.edu
Twitter/X:	@damianradcliffe
Web:	www.damianradcliffe.com