

Read this story.

On the Web.
From social media.

Frank Michael Russell
Missouri School of Journalism
ACES New Orleans
April 2012

About me

- Knight visiting editor, visiting assistant professor at Missouri School of Journalism
- Copy chief, copy editor, writer and page designer at San Jose Mercury News, The Seattle Times, Puget Sound Business Journal, Los Angeles Daily News
- B.A. in Journalism, M.S. in Mass Communications (Spring 2012), San José State University
- Graduate student, MU
Center for the Digital Globe certificate program

About you

Old media,
new media

What's unique about print?

What's unique about radio?

What's unique about television?

What's unique about the Web?

Print:

Detailed text + still images + portability

Radio:

Sound + personal mobility

Television:

Simple text + sound + moving images

Web:

All of the above + interactivity

Web:

Simple or detailed text
+ still or moving images
+ sound
+ interactivity

**Social
media**

Who uses social media?

- U.S.: 65% of online adults; half of adults.
- Of online adults by age: 83% of 18-29; 70% of 30-49; 51% of 50-64; 33% of 65+.
- 89% of women 18-29.
- 86% of four-year college undergrads; 82% of grad students.
- “No significant difference”: race, ethnicity, income, education, urban/suburban/rural.
- Faster growth among older users.

Source: Pew Internet & American Life Project (2011).

Facebook

- Founded in 2004 by Harvard undergrad Mark Zuckerberg.
- Membership initially restricted to students at Harvard and other elite universities — then to anyone with an academic “.edu” email address.
- Open to everyone in 2007.
- A lot of research about how people and businesses — but not news media — use it.
- An elite, college-age culture with its own norms for sharing.

Twitter

- Founded in 2006 by Jack Dorsey, Noah Glass, Ev Williams and Biz Stone.
- Messages must be 140 characters or less.
- Developed in San Francisco Bay Area tech startup culture.
- Users developed conventions such as #hashtags, @mentions, RT retweets.
- Some research about use by news media.
- Allows individuals (with or without journalism training) to participate in gathering and disseminating the news.

ColumbiaMissourian.com

The interactive copy editing desk:

Promotes freshly published stories
on social media

ICE desk goal:

One tweet an hour,
five Facebook posts a day

The community outreach team:

Uses social media as a reporting
and community engagement tool

www.facebook.com/ColumbiaMissourian

The image shows a screenshot of a web browser displaying the Facebook page for the Columbia Missourian newspaper. The browser's address bar shows the URL <https://www.facebook.com/ColumbiaMissourian>. The browser's toolbar includes icons for Gmail, Facebook, Apple, Yahoo!, Google Maps, Wikipedia, News, finances, Missouriian, MU, SJSU, and Other Bookmarks. The Facebook interface features a search bar, a user profile for 'Frank', and navigation links for 'Home'. The main content area displays the page header for 'Columbia Missourian', a newspaper in Columbia, Missouri, with an 'Add to Map' and 'Edit Page' button. Below the header is a row of five photos showing various scenes, including a dog and a horse. The 'Wall' section shows a post from 'Columbia Missourian' with a shareable text box containing 'Write something...'. The post content includes a large 'M' logo and text about a Polar Plunge event, with a link to www.columbiamissourian.com. The post also includes a video player and a 'Like - Comment - Share - 8 minutes ago' interaction bar. The left sidebar contains navigation links for 'Wall', 'Hidden Posts', 'Info', 'Friend Activity (1+)', 'Insights', 'Photos', 'Questions', and 'Welcome', along with an 'EDIT' button. The right sidebar shows 'Admins (70)', 'You and Columbia Missourian' with 43 friends and 10 workers, and 'Recommendations (4)'. A 'Chat (Offline)' button is visible at the bottom right.

facebook Search Frank Home

Columbia Missourian Newspaper · Columbia, Missouri · [Edit Info](#)

[Add to Map](#) [Edit Page](#)

M

Wall Columbia Missourian · Everyone (Most Recent)

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...

M **Columbia Missourian**
Get ready for tomorrow's Polar Plunge by watching brave souls around the world take on the elements in their own local plunges.

M **See some different Polar Plunges around the world - Columbia Missourian**
www.columbiamissourian.com
In order to get you in the mood for this weekend's Polar Plunge, we have pulled together some videos of plunges from around the world. Luckily, the weather will be nothing like the places featured in these videos.

[Like](#) · [Comment](#) · [Share](#) · 8 minutes ago

M **Columbia Missourian**
How much do you think you know about distracted driving? Check out the quiz at the bottom of our recent article about the Distracted Driving Summit in Jefferson City to test your knowledge.

Here's a tip to improve your score: Some of the answers are buried within the article.

Admins (70) [See All](#)

[Use Facebook as Columbia Missourian](#)

[Notifications](#)

[Promote with an Ad](#)

[View old Insights](#)

[Invite Friends](#)

[Invite Email Contacts](#)

You and Columbia Missourian

[43 friends like this.](#)

[10 friends have worked here.](#)

Recommendations (4) [See All](#)

Matt Schacht I worked here as a journalism graduate student. It's a newspaper staffed by stud...[See More](#)

[Chat \(Offline\)](#)

Add a Cover

Now

February

2012

2011

2010

Joined Facebook



Columbia Missourian

1,695 likes · 139 talking about this · 114 were here

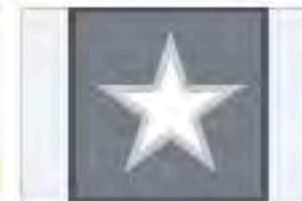
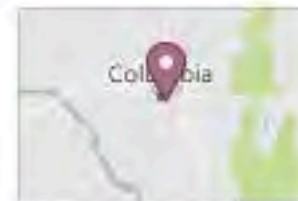
Liked

Message

Newspaper
221 S. 8th St., Columbia, MO.
1 573.882.5720
Opens at 8:00 am.



1,695 Likes



About

Photos

Likes

Map

Welcome

Highlights

Status Photo Ask Question Milestone

Write something...

Columbia Missourian
6 hours ago

Dogs Missourian readers love (14 photos)

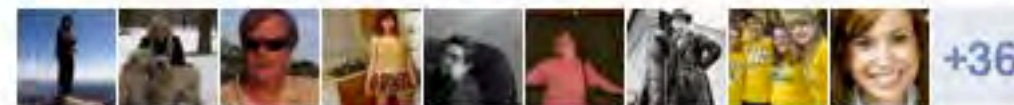
More than 870 dogs will pack the Boone County Fairgrounds this weekend for the Columbia Missouri Kennel Club Dog Show.

That's a lot of dogs.

We want to see pictures of dogs Missourian readers love. Please include the dog's name, breed and...See More

45 Friends
Connected to Columbia Missourian

45 friends like this.



2 friends were here.



Sarah Morris posted about Columbia Missourian in her link.
October 22, 2011

Dogs Missourian readers love (14 photos)

More than 870 dogs will pack the Boone County Fairgrounds this weekend for the Columbia Missouri Kennel Club Dog Show.

That's a lot of dogs.

We want to see pictures of dogs Missourian readers love. Please include the dog's name, breed and...See More



Sarah Morris posted about Columbia Missourian in her link. October 22, 2011

Check out this project going on...it's kind of awesome.

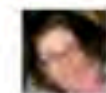


48 Hours of Football: A weekend in Columbia - Columbia Missourian www.columbiamissourian.com

The Columbia Missourian, a digital and print newspaper, is mid-Missouri's news source. It is managed by professional journalists affiliated

Like - Comment - Share

Recent Posts by Others on Columbia Missourian See All



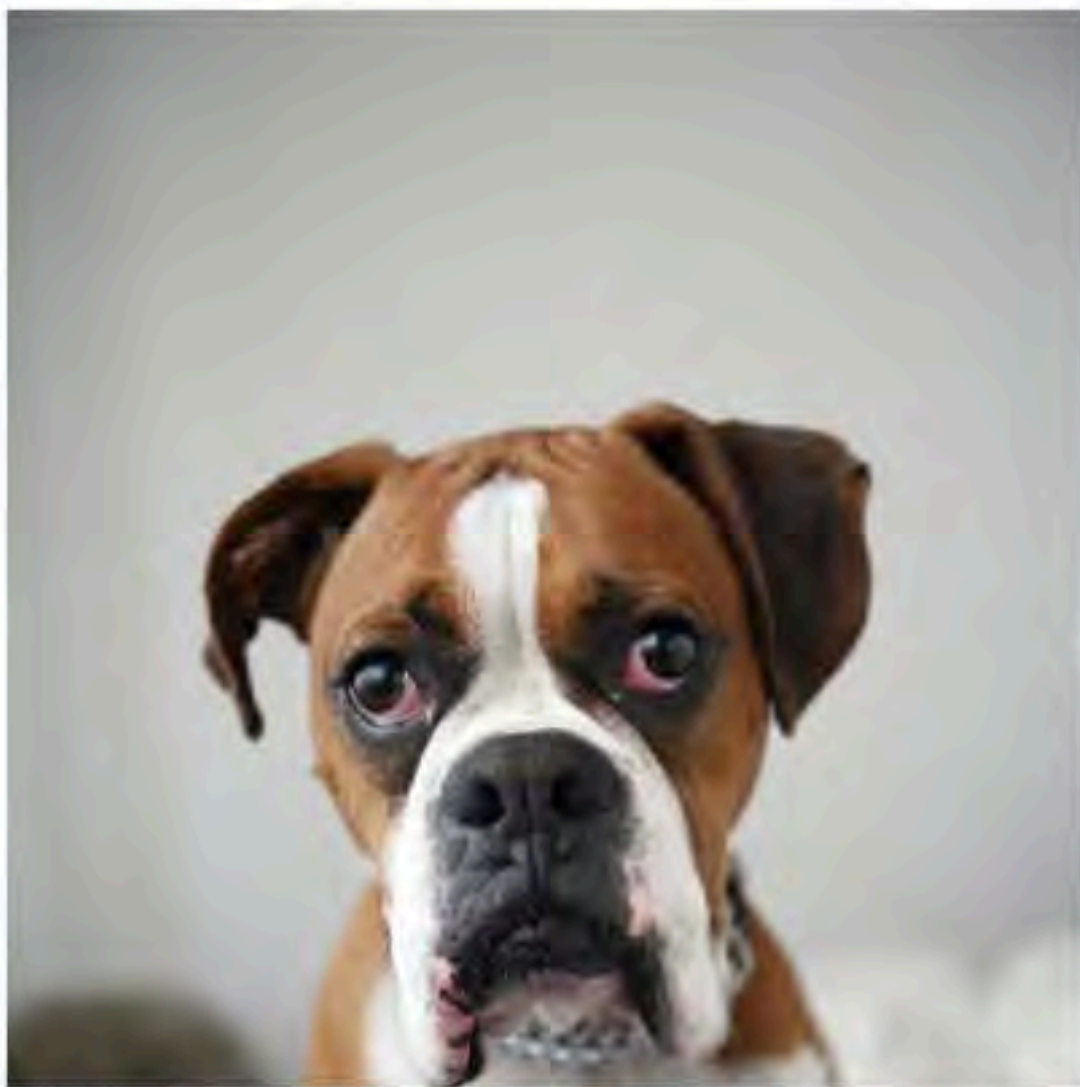
Caitlin Wherley This is my dog Riley, who is waiting ever so patient... 1 - 3 hours ago



Sandy Sawtelle Hodge Tessie the 4-year old Jack Russell. When she isn't p... 1 - 3 hours ago



Matt Schacht Shout out to the CoMiss Sport's desk and intereste... Tuesday at 9:17pm



- Now
February
2012
2011
2010
Joined Facebook

@CoMissourian



Search

Have an account? [Sign In](#)



Columbia Missourian

@CoMissourian

Mid-Missouri's Finest News Source *The Missourian* 221 S. Eighth St.

Columbia, MO 65201 news@columbiamissourian.com

Columbia, Missouri <http://www.columbiamissourian.com>

Follow

6,581 TWEETS

4,133 FOLLOWING

7,054 FOLLOWERS

Stay in touch with Columbia Missourian

Join Twitter today

Full name

Email

Password

Sign up

Tweets

Following

Followers

Favorites

Lists

Recent images

Tweets



Columbia Missourian @CoMissourian

41m

Sewer superintendent Bill Weitkemper is the first Ed Robb award recipient and will be honored at a dinner next week. trib.al/n4uvxS



Columbia Missourian @CoMissourian

1h

Room at the Inn, a Columbia homeless shelter, will stay open through March 11. trib.al/98Nsas



Global Journalist @GlobalJrnlist

2h

ow.ly/98O3q Early last year, we interviewed the late Anthony Shadid about the turmoil in Egypt.

Retweeted by Columbia Missourian



Columbia Missourian @CoMissourian

3h

The Columbia Quilts of Valor will present 5 quilts to veterans Monday. The quilters talk about their work in a video. trib.al/GB03x4



Columbia Missourian @CoMissourian

3h

Investigators say a Missouri man faked a hit and run in Morgan County to cover up fatal beating of toddler. trib.al/B2w66k

The 'four C's' still apply

Correctness (credibility)
Conciseness
Consistency
Completeness

Source: Brooks, Pinson & Wilson (2010). *Working With Words*, 7th ed.
Boston: Bedford/St. Martin's

Social media formula:

4 C's + C + G

Correct, concise, consistent, complete

Conversational

Genuine

@mercspike

Home Connect Discover Search Profile Compose



FrankMichaelRussell

@mercspike
Knight visiting editor/visiting assistant professor @ Missouri School of Journalism
San Jose, Calif./Columbia, Mo. <http://frankmichaelrussell.com>

[Edit your profile](#)

486 TWEETS
134 FOLLOWING
277 FOLLOWERS

Tweets

- Following
- Followers
- Favorites
- Lists

Similar to you

-  **Benny Evangelista** @ChronicleBenny
Follow
-  **Don Clark** @donal888
Follow
-  **Sharon Feder** @Sharonfeder
Follow

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Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

Tweets

-  **FrankMichaelRussell** @mercspike 1h
The week in media, innovation and current events: Washington Post's digital transformation, iPad ads, Demand Media.
frankmichaelrussell.typepad.com/frank-michael-...
-  **Fake AP Stylebook** @FakeAPStylebook 14 Feb
Please ignore @APStylebook's erroneous holiday style tips. We have already reported them to Twitter. #ValentimesDay
Retweeted by FrankMichaelRussell
-  **AP Stylebook** @APStylebook 14 Feb
Despite @FakeAPStylebook guidance to the contrary, it's Valentine's Day, St. Valentine, giving your love a valentine.
#APStyle
Retweeted by FrankMichaelRussell
-  **FrankMichaelRussell** @mercspike 10 Feb
This week in media, innovation and current events: LinkedIn's freemium success, news video, a smaller iPad?
frankmichaelrussell.typepad.com/frank-michael-...
-  **The Times Is On It** @NYTONIt 7 Feb
GUYS, entrepreneurs in Silicon Valley are known for....their socks? The Times is, apparently, ON IT. nyti.ms/xYRJtJ
Retweeted by FrankMichaelRussell

@Swiftstories



Mike Swift

@Swiftstories FOLLOWS YOU

I write about search, social media and mobile, with a focus on Google and Facebook, for the San Jose Mercury News and SiliconValley.com.

San Jose, CA <http://www.mercurynews.com/business>

Following



3,084 TWEETS

278 FOLLOWING

2,765 FOLLOWERS

Tweet to Mike Swift

@Swiftstories

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to Mike Swift



A Googler @google
Follow



Atul Arora @atul
Follow



Jennifer Valentino @janvalentino
Follow

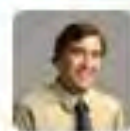
Tweets



Mike Swift @Swiftstories

16h

Report: Google ad code tracks Apple browser users despite privacy settings - mercurynews.com/business/ci_19...



Mike Swift @Swiftstories

21h

Great story about how digital data allows marketers to know things about you that you don't even know about yourself: nyti.ms/y467gq



Mike Swift @Swiftstories

21h

Just terrible. RT [@nytimesworld](https://twitter.com/nytimesworld) Anthony Shadid, Reporter in the Middle East, Dies at 43 nyti.ms/A5j1U



Mike Swift @Swiftstories

21h

Twitter unveils self-service advertising system - San Jose Mercury News mercurynews.com/business/ci_19...



Mike Swift @Swiftstories

16 Feb

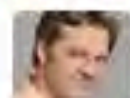
pinterest.com/pin/1838735972... [@troywolv](https://twitter.com/troywolv) walks us through the preview of the new Mac operating system,



Mike Swift @Swiftstories

16 Feb

Started my day by reading 120 pages of #Facebook SEC filings. Oy, what a headache! #notexactlyTolstoy



Eric Gershon @GershonYale

16 Feb

What forces move the mighty Dow? Sunshine, for one. n.pr/xcfBIM

@ColonelTribune



ColonelTribune

@ColonelTribune

The Colonel knows Chicago. He is also a more gentlemanly version of @ChicagoTribune

Chicago <http://www.facebook.com/pages/Colonel-Tribune/71279375559>

Following



19,277 TWEETS

23,388 FOLLOWING

814,767 FOLLOWERS

Tweet to ColonelTribune

@ColonelTribune

Tweets

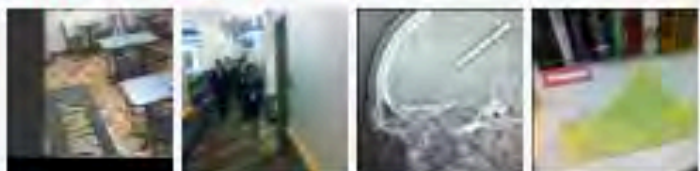
Following

Followers

Favorites

Lists

Recent images



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Tweets



ColoneTribune @ColoneTribune

7m

The Chicago News Cooperative is expected to suspend operations: trib.in/xKFbqH H/T to @Chicago_Reader



ColoneTribune @ColoneTribune

1h

My stomach is grumbling. @kevinthepang brings us his first impressions of Next: El Bulli. trib.in/xdYLrW



ColoneTribune @ColoneTribune

1h

Commuters, take note: Metra eyes plan to divert BNSF riders into Union Station Great Hall. trib.in/wl6zf8



ColoneTribune @ColoneTribune

1h

These make me happy and feel warm inside. Photos: Overhead views on a sunny February day. trib.in/xLsPF0



ColoneTribune @ColoneTribune

2h

A splash of color coming to the Loop this summer. A big splash. trib.in/y4d89M



ColoneTribune @ColoneTribune

2h

Speak the language of John Kass like a pro with the Kassopedia. I will commit it to memory. trib.in/x8sK0f




ColoneTribune @ColoneTribune

5h

Big changes for Cubs fans. Wrigley Field bleacher renovations

@NYTOnIt

Home Connect Discover Search Profile Compose



The Times Is On It

@NYTOnIt
*Because sometimes stories in newspapers are just *that* obvious.*
New York City

Following 238 TWEETS
11 FOLLOWING
8,834 FOLLOWERS

Tweet to The Times Is On It





Tweets

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- [Lists](#)

Similar to The Times Is On It

-  **Corey Kilgannon** @coreykilgannon
Follow
-  **Craig Silverman** @CraigSilverman
Follow
-  **Local East Village** @nytleve
Follow

Tweets

-  **The Times Is On It** @NYTOnIt 16 Feb
GUYS, for those with spare thousands, feed your cat whipped egg soufflé with garden greens. The Times is ON IT. nytimes.com/2012/02/16/gar...
-  **The Times Is On It** @NYTOnIt 14 Feb
GUYS, some people say dumb things on Twitter without thinking it through, and The Times is ON IT. nytimes.com/2012/02/13/bus...
-  **The Times Is On It** @NYTOnIt 13 Feb
GUYS, pour one out for those who think first class travel ain't what it used to be. The Times is ON IT. nyti.ms/zpl4Mc
-  **The Times Is On It** @NYTOnIt 11 Feb
GUYS, there's just TMI from everybody on the Internet, and The Times is ON IT. nyti.ms/Ap3JnW
-  **The Times Is On It** @NYTOnIt 10 Feb
GUYS, YouTube memes can make a guy famous, and The Times is ON IT. nytimes.com/2012/02/10/wor...
-  **The Times Is On It** @NYTOnIt 9 Feb
GUYS, in Southern California, there's been a rash of...tuba thefts? The Times is ON IT. nyti.ms/yqc0PS

twitter

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Blog Status Apps Resources Jobs

@CoMissourian

M **Columbia Missourian**
@CoMissourian



Is [#CoMo](#) a good place to grow up? We'd love your thoughts. Comment here, in email to aboikow@gmail.com or on Facebook: trib.al/dwATO9

2:21 PM - 16 Feb 12 via SocialFlow · Embed this Tweet

 Reply  Retweet  Favorite

@CoMissourian

M Columbia Missourian
@CoMissourian

 Follow

For #Mizzou women's basketball, men's team's success is inspiring — and frustrating.
cot.ag/xQwqX3

9:02 PM · 13 Feb 12 via CoTweet · Embed this Tweet

 Reply  Retweet  Favorite

@CoMissourian

M **Columbia Missourian**
@CoMissourian

 Follow

RT @CoMoSports RT @AP_Top25 The coaches' poll is out: Kentucky, Syracuse, Missouri, Duke and Kansas are top five: usat.ly/3qpVkK

11:50 AM - 13 Feb 12 via CoTweet - Embed this Tweet

 Reply  Retweet  Favorite

@CoMissourian

M **Columbia Missourian**
@CoMissourian

 Follow

A [#CoMo](#) advocacy group is asking for ideas to make [@Columbia_MO_Bus](#) service better. What are your suggestions? cot.ag/wYPeU2

6:08 PM - 29 Jan 12 via CoTweet - Embed this Tweet

 Reply  Retweet  Favorite

@CoMissourian

M

Columbia Missourian

@CoMissourian

 Follow

Follow our reporter [@zach_murdock](#) and hashtag [#umcurators](#) for live tweets from today's [@umsystem](#) Board of Curators meeting in Kansas City!


9:38 AM - 3 Feb 12 via web · Embed this Tweet

 Reply  Retweet  Favorite

@zach_murdock



Zach Murdock
@zach_murdock

 Follow

Did you feel that? It's your student fees on [@umsystem](#) campuses going up. [#umcurators](#) passed them without any real debate.

2:12 PM - 2 Feb 12 via Twitter for Mac - Embed this Tweet

 Reply  Retweet  Favorite

Online headlines

Online headlines

SEO: Search-engine optimization. Use **keywords** (often proper nouns) that people would use to search for the story.

Context: **Headlines** on the Web lack context, so they **must make sense as standalone storytelling.**

Online headlines

Simple, conversational language.

Write in the present tense.

Avoid “headline-ese.”

Avoid acronyms (unless they are common search terms).

You may not be able to be clever
— but **don't be boring!**

Online headlines

Be specific.

What do people search for?

(Hint: **proper nouns**)

Missourian keywords

“columbia missourian,” “missourian,” “the missourian,”
“missourian newspaper,” “columbia missouri newspaper,”
“columbia missourian sports”

“alyssa bustamante”

“mizzou basketball”

“we are mizzou”

“ryan ferguson”

“dorial green-beckham”

“matt grevers”

Source: Google Analytics | Keywords for Jan. 18 to Feb. 17, 2012

Online headlines

Be specific.

Avoid words such as “local,” “city” or “state.”
“Columbia” or “Missouri” are probably better.

Length.

10 to 12 words best for Google News.
Missourian limits Web headlines to 10 words.

Online headlines

Names.

People search for full names.

(First name can be removed if needed to keep headline short, as in “Missouri Gov. Nixon” instead of “Missouri Gov. Jay Nixon.”)

Keywords.

Put them first in the headline if possible.

Online headlines

Popular search terms.

Can they be tied to the story? Should they?

Home page optimization.

Missourian's content system allows headlines to be rewritten for home page. This allows ICE desk editors to write a more clever headline for the home page.

Good Web headlines

Facebook Graffiti Artist Could be Worth \$500 Million

In Russia, Punk-Rock Riot Girls Rage Against Putin

A Wealthy Backer Likes the Odds on Santorum

Alyssa Bustamante gets life in prison
for murdering 9-year-old

BP's Oil Slick Set to Spill Into Courtroom

Source: Alexandria Baca, Caitlin Lukin, Alison Matas, Katie Moritz,
Kevin Petersen, Hannah Spaar, Mike Vorel, Andrew Wagaman
Journalism 4406-7406, Spring 2012

Good Web headlines

Taliban Captives Dispute U.S. View on Afghanistan War

Investors Will Get To Friend Facebook By Late Spring

Dorial Green-Beckham signs letter
to join Missouri football team

Tigers maintain their grip on KC, Missouri

Source: Ashley Fowler, Zach Murdock, Matthew Patane
Journalism 4406-7406, Spring 2012

Thank you.

frankmichaelrussell.com
ColumbiaMissourian.com
russellf@missouri.edu

ACES social media links

Facebook timelines:

<https://www.facebook.com/ColumbiaMissourian>

<https://www.facebook.com/mercurynews>

<https://www.facebook.com/nytimes>

<https://www.facebook.com/latimes>

<https://www.facebook.com/mybhg>

Twitter:

<http://twitter.com/#!/comissourian>

<https://twitter.com/#!/Swiftstories>

<https://twitter.com/#!/jonfortt>

<https://twitter.com/#!/ColonelTribune>

<http://twitter.com/#!/washingtonpost>