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# Twitter

And

# Journalism

## Introduction:

Twitter is fast becoming a serious platform for discussion. Apart from being a status application, it is being used as a first alert mechanism for the dissemination of news and for immediate discussion surrounding that news. It is the coverage of news events and the continued emergence of citizen journalism that will push Twitter toward the mainstream this year.

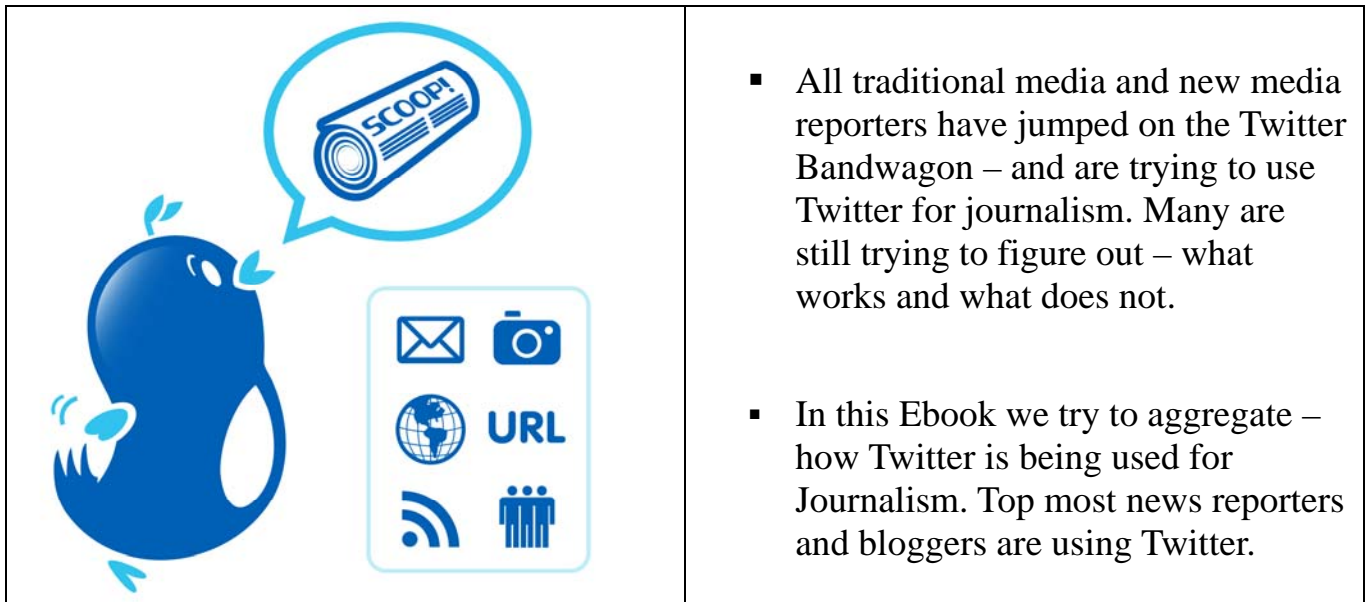


Image Credit: <http://pghost.files.wordpress.com/2009/10/7-twitter-journalism2.jpg>

- All traditional media and new media reporters have jumped on the Twitter Bandwagon – and are trying to use Twitter for journalism. Many are still trying to figure out – what works and what does not.
- In this Ebook we try to aggregate – how Twitter is being used for Journalism. Top most news reporters and bloggers are using Twitter.

We would like this Ebook to be a platform of discussion and we will update it as we get your feedback.

## Breaking News

Twitter with its open architecture and its ease of use is phenomenal at spreading news. As a result, people often post things they discover to Twitter before or instead of posting it to a blog.

The below citizen journalism example is a classic example. The below pic captured by Janis Krums made it's way to traditional media. It is also very easy for other people to spread the news – after it breaks.



- **This Photo was taken by Janis Krums from a Ferry and posted instantly on Twitter.**
- **He is called the Hudson Photo Guy.**



The screenshot shows a news article from the Los Angeles Times with the headline "TWO WINGS AND A PRAYER" and a sub-headline "All 155 on board survive as jet loses power, lands in Hudson River". The article includes a photo of the Hudson River plane crash. To the right is a Facebook profile for Janis Krums, with the name "jkrums" and a bio that identifies him as "Entrepreneur, Former Athlete, The Miracle on the Hudson Photo Guy, Latvian, Co-Founder of Elementz Nutrition and InboxAlarm". The profile shows 5,307 following, 5,936 followers, and 73 listed. A tweet from the profile is visible, promoting Elementz Nutrition with a link to their Facebook page.

Tools like Tvider have made it easy to share digital media (Audio, Video, Pictures) just as easily. So every ordinary citizen is a potential citizen journalist – who can stream media to twitter by a simple upload button.

Whether it's natural disasters, medical emergencies, terrorism, charities, political developments or breaking tech news - it's common to discover items of interest first on Twitter.



### **According to ReadWriteWeb**

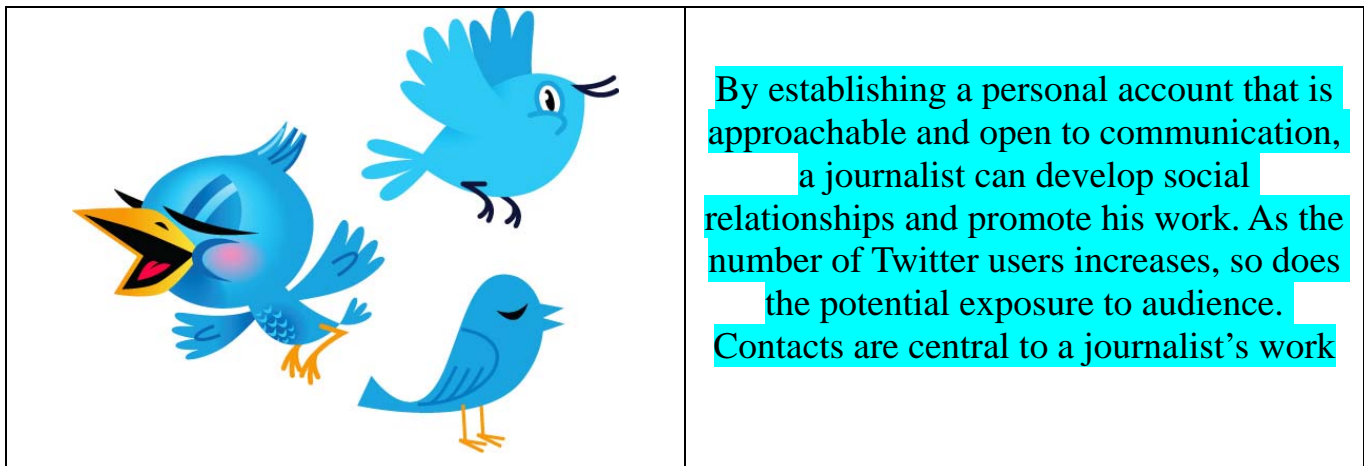
“ Robert Scoble wrote a year ago about how Twitter users reported a major earthquake in Mexico City several minutes before the USGS did. Zolie Erdos chronicled last month how Twitter users beat government agencies and the world's (formerly) leading news organizations in reporting on March earthquakes in both China and Japan. “

Ana Marie Cox, the Washington Editor of Time.com, maintains a Twitter account that is both informative and hilarious. John Dickerson, a political correspondent for Slate, uses Twitter to report from the US presidential campaign trail in near real-time.

Twitter allows for a conversation, which is not found on medias like TV or newspaper. Twitter is a golden opportunity to be in sync with readers. It also makes readers feel more connected to the news when they can participate in a discussion about it as it happens, often times with the people reporting it first hand.

## Interviews, Questions and Feedback

Traditional media and independent journalist/reporters now frequently solicit interview questions/feedback via Twitter. That's becoming an increasingly common tactic for writers and journalists - as it's so easy to supplement our own questions with those of a larger network.

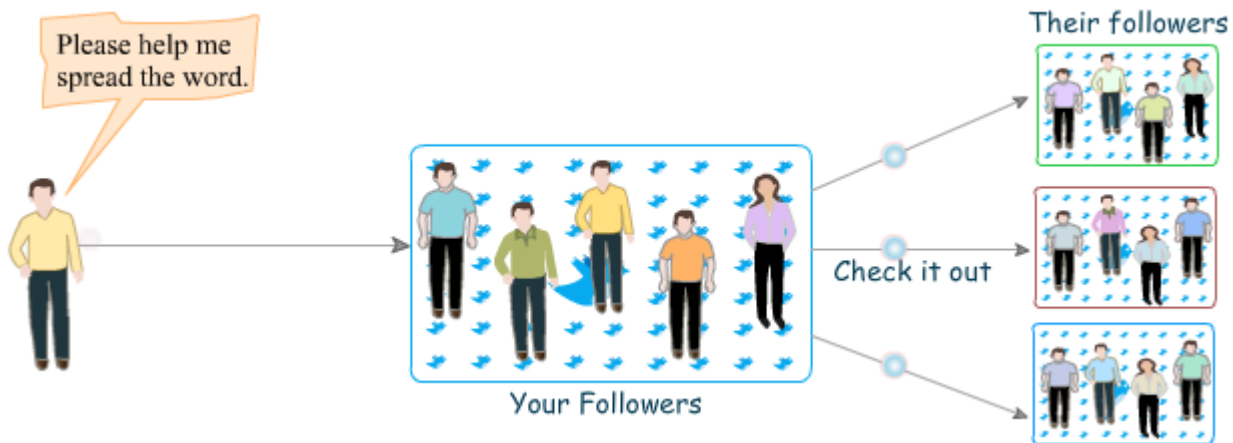


To make Twitter effective for journalism, you need to keep adding followers. But more importantly, you need to keep building your *influence* on Twitter. Your real goal is to say stuff on Twitter that people find so valuable that they re tweet it. That increases your reach exponentially.

As Ruffini points out, Twitter is built for the new news cycle. "Traditional news operated on a 24-hour cycle. Blogs shortened this to minutes and hours. Twitter shortens it further to seconds," he writes. "It's not right for every piece of information. It's certainly not well suited for longer analysis. But when it comes to instantly assembling raw data from several sources that then go into fully baked news stories, nothing beats it." You can put single or multiple questions into your Twitter networks and the feedbacks, opinions and suggestions that you receive are enormous.

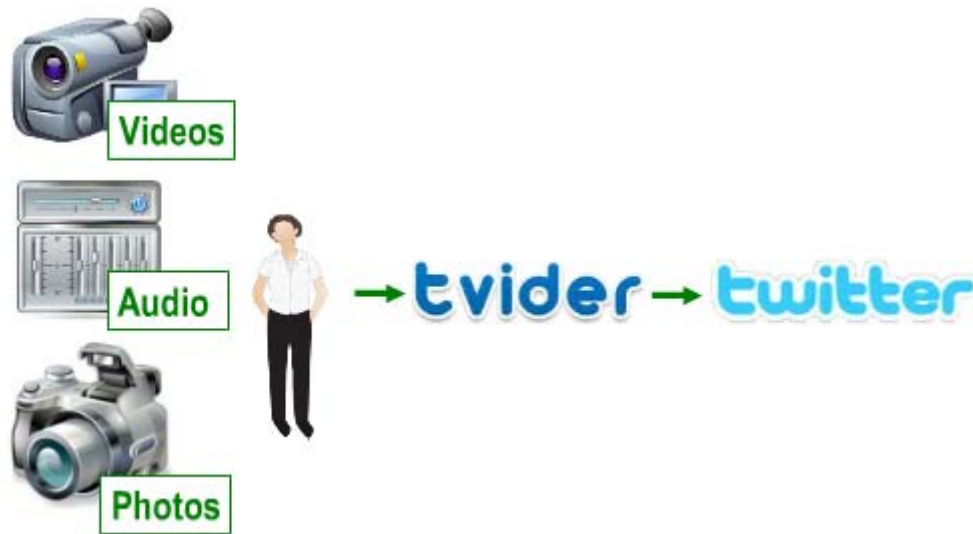






## Real Time Video and Audio Journalism

Services and Tools like Tvider – which enable Anywhere, Anyhow and Anyway sharing of media (Video, Audio and Pictures) on Twitter have enabled real time visual journalism. The power and scope of Twitter increases multi fold – when a citizen walking on the street – can stream a video feed to Twitter instantly. You can also conduct an audio interview – in the restroom with a celebrity he bumped into.



## Conclusion for Now

A lot of news organizations are beginning to figure out how to use Twitter both in gathering and disseminating information. Embracing Twitter seems to be essential for journalists and newsrooms in today's media landscape.

Well-established news organizations such as CNN and New York Times are using Twitter promptly and proficiently, while Reuters is using Twitter to watch how trends move and finds it works. Indeed, the news industry has jumped in and engaged in Twitter with a hybrid approach.

Journalists can extract benefits from users who relate to their profession as long as they network dynamically and effectively.

## Feedback

This book is not complete in any measure – it is meant to be a starting point of a conversation. As we get your feedback we will release different versions.

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## Reference Links

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