

JEMUN

Social Media Guide & Pre-conference Assignment

Content

- Equipment and Publishing Steps
- How to write for Social Media
- Taking Photos for Social Media
- Tips for Facebook Live
- Pre-conference Assignment



Equipment and Publishing Steps

All of the social media journalists will have access to:

- iPads
- GoPro cameras
- Instagram, Facebook and Twitter accounts

At the JEMUN Conference, Social Medias Journalists will follow the production steps shown below.

Step #1: Learn about the agenda topic you will be reporting on before you come to the conference by reading books, doing research online, and learning new vocabulary. If you will be interviewing a guest speaker, make sure you do research about them before the conference. Make a list of your potential sources. This is where you will get the credible information you need to prepare a trustworthy social media post.

Step #2: With your partner, brainstorm the event / situation / happening / subject you'd like to report on. Some of this brainstorming can be done in advance, but a majority of it will be done at the conference.

Step #3: Once you have a specific direction and focus on what you and your partner would like to report on and -- keeping your intended audience in mind -- plan the outline of your social media posts for Instagram, Facebook, Facebook Live and Twitter with your partner.

Step #4: Interview/photograph your sources. Verify information received.

Step #5: Finish editing your post according to the JEMUN Social Media guidelines.

Step #6: Get your post, title, and photos checked by one of the social media advisors.

Step #7: Post and follow comments to see if any updates or responses or shares/retweets are required.



How to Write for Social Media

by Ben Sailer, Blog Manager at CoSchedule

<https://coschedule.com/blog/how-to-write-for-social-media/>

Before writing social posts, ask ‘Why would someone share this’?

Social media is used to keep in touch with friends, family, and colleagues.

That means your social media content has to compete against updates from people users are close with. Most people do NOT log into a social network to see content from brands, companies, or bloggers.

You need to write to stand out and hook people’s attention. This requires understanding what your audience expects to see from you.

Know Your Audience

Who are your readers? What are their values, concerns, and interests? You need to know who you’re writing for before you can understand what they want from you.

Creating a social media audience persona might help. This entails creating a character description of your average target audience member. Building personas can help you get a clear idea of who you’re writing for.

Understand Active Vs. Passive Voice

Using active voice helps produce more engaging copy. Readers prefer active voice sentences. Active voice clearly identifies the action and who is performing that action.

Define And Develop Your Voice And Tone

People expect social media accounts to have a consistent voice. Your presence needs personality, even if you’re representing a brand. Social media is about generating conversation. This means you’ll need to develop a consistent voice. One that’s both true to your media brand or personality, while fitting for each social network you’re on.

Your tone is the inflection you apply to your voice. Depending on the context, you could sound happy, sad, angry, or any other emotion that’s appropriate. There is one voice for your brand and many tones that refine that voice. Voice is a mission statement. Tone is the application of that mission.

Put Your Audience First

It’s rude to talk about yourself. So, write in a way that puts your audience at the center of the story instead. Say “you” more than you say “us.”

Write Stuff People Want To Share

People want to share things their audience will find valuable. This means content that’s helpful, entertaining, or worth paying attention to. Write posts that convey a clear benefit. If you create how-to content, consider writing copy that hints at what the linked article will help readers do.

Have Clear Message-Match Between Your Posts And Destination Pages

If your post is linking to an external page, then your [post messaging needs to match your landing page messaging](#). Your [social media content](#) needs to follow through on the promises your posts make. Here are a few tips:

- Double-check that links are accurate.
- Only link to substantive pages with good information.
- Make sure your post copy is relevant to your destination page.

Make Sure Your Copy Matches Your Visual Content Too

If you're writing image copy, consider connecting it with your post copy too.

Be Clear And Concise

Avoid complex language and use short sentences. People skim on social media, so punchy posts work better than long paragraphs. Try to limit yourself to one or two sentences.

Invoke Curiosity

Write in a way that makes people want to click through. If you're linking to another article or blog post, you don't need to tell the whole story in your social media update. Instead, leave some details unanswered while implying your linked articles will answer questions.

Social Media Writing Tips For Each Network

Every social media network is different.

Different audiences. Different purposes. Different expectations.

Your writing and messaging should be adjusted accordingly. Instead of writing one message for every network, tailor your messaging to each one. To do this, it helps to understand the purpose of each network, and what works best on each one:

Facebook Writing Tips

Keep Posts Short. Data shows short posts perform best.

Avoid Promotional Calls-To-Action. Facebook's algorithm [can detect overly promotional language](#).

Write Shareable Article Headlines: Think short, punchy, and conversational.

Twitter Writing Tips

Do More Than Reshare Headlines As Post Copy. Write copy that adds to the story your article is telling. Instead of reusing the JEMUN news article headline as a social post, the post outlines the story in the article. This helps build interest in clicking the link, and prevents wasting people's time reading the same text twice.

Incorporate Hashtags Directly In Tweet Copy. Add hashtags to the end of a post or incorporate them into your tweets. Make sure your message isn't lost in a sea of hashtags. Aim to use two, or maybe three, at the most.

Be Mindful Of Your Character Limit: You have 280 characters. Concise and clear.

Add URLs In The Middle Of Tweets (Instead Of At The End)

Write in a way that would let you place a link after two or three words. Try this formula: [Short Intro] + [URL] + [Longer Explanation].

Tag Other Relevant Accounts Within Your Tweet Copy

This helps alert other folks that you're talking about them. In turn, they'll be more likely to share your posts. Write posts with other accounts in mind.

Incorporate Emojis Into Your Tweet Copy

"Emoji" is turning into a language all its own. Used creatively, they can add a splash of character to your tweets.

Tell A Story In A Tweet

It's possible to tell a complete story in a tweet.

Instagram Writing Tips

Instagram is a visual-driven network. Think about alignment between your image copy and post copy. Write image copy that hooks people's attention while connecting with your post text. Some media companies will post multiple, short paragraphs to tell a complete story.

Don't Forget Hashtags: Use them at the end of your posts.

Here's a list of Hashtags you can just copy and paste:

#JEMUN2017 #JEMUN ...(add more)

Timing for posts

Picture/video posts: During the event, do not overwhelm the audience. Keep at least 1-2 hours between each post on every platform, and use Instagram Stories to fill up the small happenings in between major posts.

Twitter: more frequent posts are okay for twitter – Live Tweets are almost like a Live video but in words.

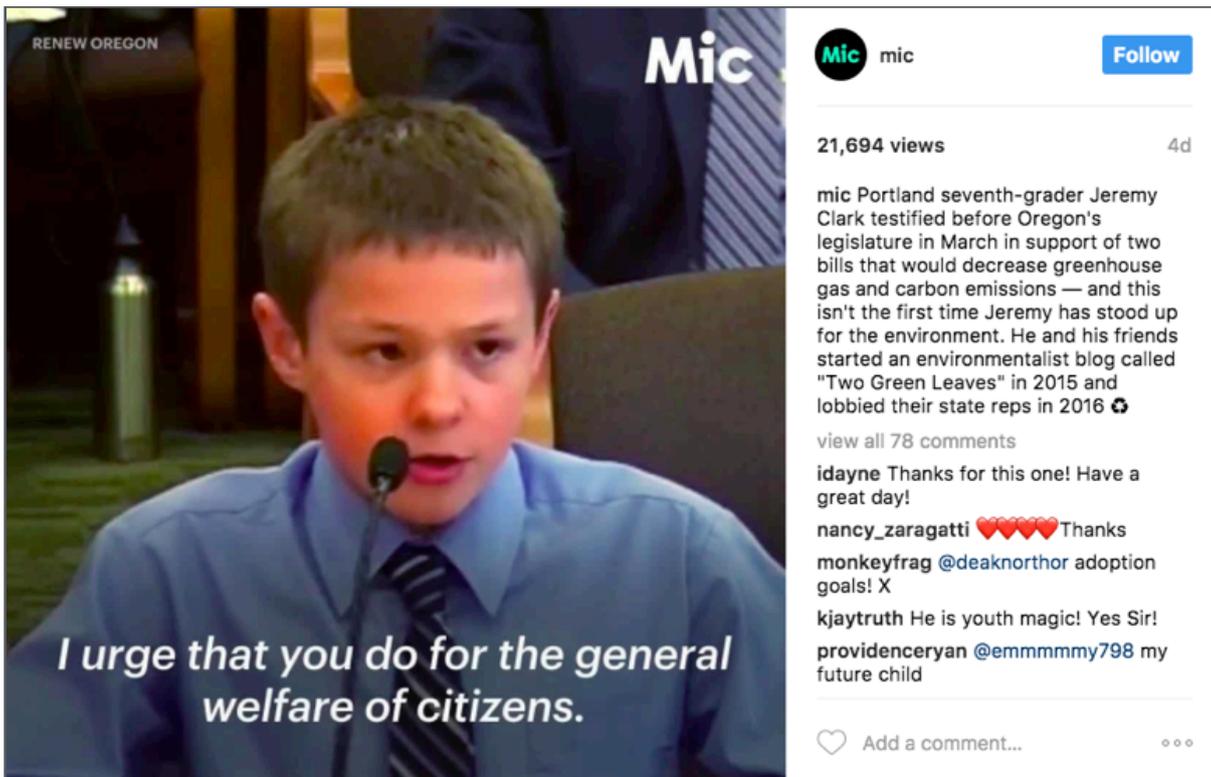
<https://topalternatives.com/free-tools-for-displaying-live-tweets-at-events/>

Taking Photos for Social Media

<https://blog.hubspot.com/marketing/good-pictures-phone-tips#sm.0000kheuk8tnucn4qw12j5hdd1rot>

The brain processes visual information 60,000 times faster than text. When we're scrolling through hundreds (and sometimes thousands) of posts, tweets and updates – images are easier to digest.

BUT the image is framed with text above and below or on the side. The frame influences the perception of the image inside it. When you change the text frame, you alter people's perceptions; you influence their minds. When you're posting, think about the frame of text that your post is set in and the nature of the image. Keep an eye on comments as they set or adjust the frame.



Make sure your:

1. Battery is charged
2. Lens is clean
3. Your phone has enough memory
4. Use gridlines to balance your shot
5. Use natural light
6. Focus on one subject
7. Find different perspectives
8. Avoid zooming; move closer
9. Capture small details after shooting wide, medium and close-up shots
10. Take candid
11. Be non-conventional

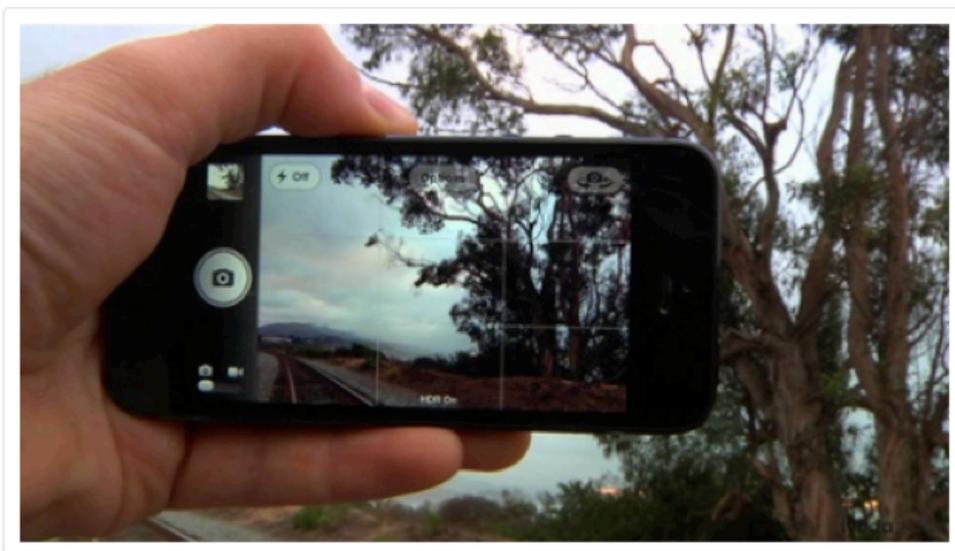


Always:

Shoot with highest resolution possible.

Focus on composition

You can turn on the “grid” function in your smart phone settings to help align your photos as you take them; this automatically improves the photo’s composition. The main subject of your photo (whether a single person, multiple people, or an object) should fall into one of the grids. There is also the “rule of thirds” to help compose your photos — the rule guides you to divide your photo into nine equal parts (like a tic-tac-toe grid) and the important compositional elements of your photos should lie along one of these lines or where they intersect. This can help create balance in the image, create interest and allows more creativity. The rule of thirds encourages you to divide the photograph in your mind into thirds, and position the subject either in the left or right third of the image.



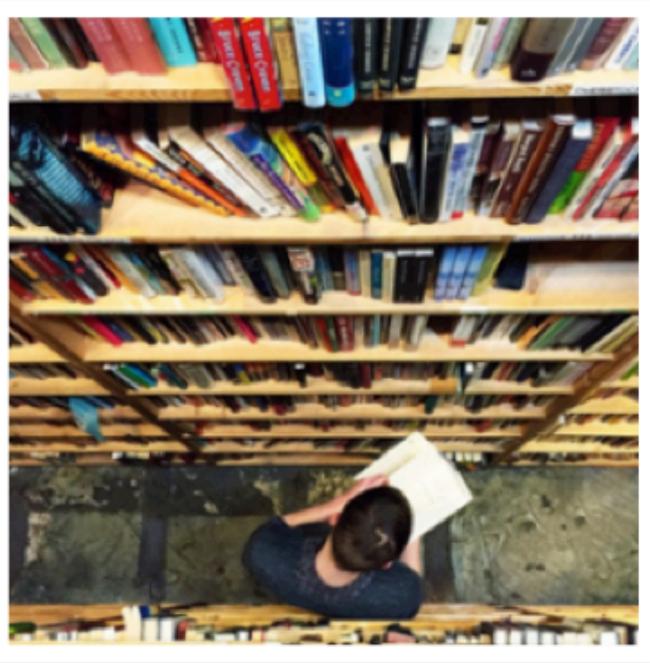
Source: Lynda.com

Visualize differently

When deciding what to photograph, think about how many different ways you can show the subject and still get the same point across. As an example, instead of taking a photo of your team in a planning session, take a close up of a whiteboard and hands, or notebooks with coffee and calendars laid out on a table. It’s a less obvious style of photo, but can be more interesting than a group of people sitting in a poorly lit room. Abstract photos can increase engagement, and make your news brand appear more creative and interesting.

If you’re using Instagram, you’ll also want to think outside the traditional square crop now that the social platform allows landscape and portrait orientation for your photos. Also, landscapes will stand out in a sea of upright photos, since many people often shoot photos portrait-style since it’s the way they hold their phones.

JEMUN



Source: *iPhone Photography School; Paul Octavious*

Camera lenses on smart phones are usually made of some sort of domed or curved glass. Changing the orientation of the camera to the subject can alter the style of the shot and bring creative elements to your photos. Try shooting from below or above your subject. Or try moving to the side and shooting them at an angle versus straight on. Not only will the subject appear more interesting, the background will too. Try to think of a photograph as a 3D object. This will help freshen up the content you post on your social channels and give it some life.

Lighting for social media photography

After composition, lighting is the single most important factor in a great shot.

Never take a photo using the flash on your smart phone. Flash can wash out the vibrancy of your image and create a harshness in skin tones, and because the strobe (flash) hits the subject directly, it can be unflattering.

What do you do when you don't have lighting? Almost all cameras on smart phones are equipped with low-light technology, but you have to use it correctly. You can start by turning off the flash and tapping the darkest area of your photo, which allows the camera to focus on that specific spot, as opposed to its auto-focus settings, and the camera will automatically adjust for proper lighting. If the image seems too bright, try selecting a medium toned object to help even it out.

Create an image with quote graphics

Infographics allow news companies to capture complex pieces of information and turn them into engaging social media posts. Copy edit everything. What is wrong with this text? How United Airlines Trains Its Staff is correct.



A throwback to motivational posters – a quote graphic work on every social media platform, including Facebook, Twitter, Pinterest, and Instagram.

The three elements of a quote graphic are the quote, the font, and the imagery. Go for a short quote with words that are easily digestible. Consider a font that's readable on smaller. Be sure to find an image that captures the spirit of the quote without competing with it for attention. The image should serve as a meditation space for the mind to go while it's considering the quote.

There are dozens of apps you can use to quickly make Quote Graphics on your phone. Some free; some paid. Your instructor uses the OVER app.

Editing for Social Media

Most digital photos are flat in their raw form, especially the ones on a camera. Traditionally, you'd need tools like Photoshop to finish the development of the photos. However, on your Smartphone, you can achieve beautiful, balanced, and dynamic final shots with Apps like VSCO or Instagram's built-in edit functions. But there are ethical

issues involving Filters (#noFilter) and removing distractions in an image that may change the integrity/reality of the image. Consult with your instructor.

https://lens.blogs.nytimes.com/2015/02/17/world-press-photo-manipulation-ethics-of-digital-photojournalism/?_r=0

Before fixing the lighting and colors, learn how to crop a photo by applying the Rules of Thirds discussed above.

Facebook Live Tips

- Clean your lens
- Charge your battery; carry a spare
- Free up enough space to record video
- Silence your phone
- Ensure the site has enough Wifi to broadcast live
- Unlock portrait orientation



Ask whether you should FB Live

Breaking News: YES



Anticipation News: YES



Immersive News: YES



Interactive News: MAYBE

Avoid talking-head videos.

Focus on interactivity.

Get audience to take active role in stream, whether asking questions or playing a game.

The **more you know** about a subject, the **more attractive** a live Facebook feed can be.

FB Live is NOT a 90-second video

Audience is **not** going to watch from start to end

Structure content of the livestream

When you **begin** feed, **explain why you're streaming** and what you will provide for audience.

Every 5-10 minutes, recap and re-introduce the feed.

Dress like a pro.

Comb your hair.

Pay attention to lighting / background.

Use headset or external microphone.

BE CAUTIOUS

Are you willing to stream the worst possible thing that could happen while you're live?

If you are not willing to show the worst possible outcome, **do NOT go live.**

Assume the "bad guy" is watching. Don't show anything that will endanger law enforcement or make the situation worse.

Livestream should not endanger you or anyone else!



Social Media Journalist Pre-Assignments

Assignment 1:

Read and understand the information above.

Assignment 2:

Create a Facebook, Twitter and Instagram Account

Follow @jay.hartwell (Facebook and Instagram) @jay_hartwell (Twitter)

Follow @char.lotte.lin (Instagram) and charlottelin23 (Facebook)

Follow @JEMUNinJapan

Follow @japantimes (Twitter) and @thejapantimes (Instagram)

Assignment 3:

- Search for a public meeting at your school or in your community
- Research information about the issues being discussed at the meeting
- Prepare a plan for covering that meeting via Twitter, Instagram and Facebook
- Attend the meeting
- Introduce yourself to the organizer as a reporter for JEMUN
- Explain that you will be taking photos and interviewing people
- Take at least 12 photos of the meeting; using different places in the room or hall. The shots must include a wide shot, medium shot and closeup. Zooming is not permitted. You must get closer to the subject being photographed.
- Post at least one photo and caption (including headline and location) with a URL link for more info using each of the three platforms: FB, Instagram, Twitter. The photo and caption should be different for each platform.
- Interview people to collect information that you can use for followup headline, caption, and URL links
- Get contact information from your sources (emails and phone numbers)
- Before leaving the meeting, verify the information accuracy with your meeting sources
- Share work with hartwell@hawaii.edu @jay.hartwell and charlottelin23@gmail.com

Assignment 4:

- Repeat Assignment 3 with a different public meeting, except this time use FacebookLive video. Save the video on your phone after.

