

# SOCIAL REPORTING TOOLS FOR STORYTELLING & NETWORKING

**S**ocial media tools are increasingly being used to gather and disseminate news, giving news organisations new avenues to build audience, especially through referral traffic. But perhaps the most appealing attribute of these tools is how they allow journalists to interact directly with their audiences and there's no argument that one of the most effective ways of connecting and engaging with readers is Twitter, the microblogging tool.

In June this year, Twitter launched 'Twitter for Newsrooms' (#TfN) to help realise the platform's potential as a reporting tool and to help journalists

new to the service get to grips with "joining the conversation".

Described as a "best practices guide for journalists", TfN contains tips and tricks for journalists wanting to explore social reporting. The guide is aimed at journalists who are new to Twitter and contains information on how to find sources quicker, top search tips, as well as advice on how to the best ways to get your story out there and build an audience.

It also contains a glossary as well as short case studies that show how journalists use Twitter. See <http://media.twitter.com/newsrooms/>

See Julie Posetti's interview with Vadim Lavrusik (page 9) for information on Facebook's Journalism page <http://www.facebook.com/journalists>

MobileActive.org launched the Mobile Media Toolkit in August, a collection of resources to help journalists, especially citizen journalists, find the right tool, use it correctly and reach the broadest audience possible. Content includes detailed how-to guides that cover taking photos, creating audio and video, tips and tricks for reporting on a smartphone, as well as inspiring case studies. See <http://mobilemediatoolkit.org/>