

Strategic Social Media Tools for Public Engagement

Josh Stearns

Director of Journalism and Sustainability
Geraldine R. Dodge Foundation

@jcstearns / #CurateKSG



The Local News Lab.



Creative Experiments in Journalism Sustainability



Who is in the room?



PINTEREST

SOCIAL SITE
THAT IS ALL ABOUT
DISCOVERY

LARGEST
OPPORTUNITIES



USERS ARE:

32% MALE
68% FEMALE

70
MILLION
ACTIVE USERS



TWITTER

MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
PENETRATION



BUT SPREADING
SLOWLY AND STEADILY

5,700 TWEETS
HAPPEN
EVERY SECOND

560
MILLION
ACTIVE USERS



FACEBOOK

SOCIAL SHARING
SITE THAT HAS
1 BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY

USERS SHARE
2.5 BILLION
PIECES OF CONTENT EACH DAY

1
BILLION
ACTIVE USERS



INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW **15 SECOND**
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF

#HASHTAGS

AND POSTING

PICTURES
CONSUMERS
CAN RELATE TO

MOST FOLLOWED
BRAND IS



150
MILLION
ACTIVE USERS



GOOGLE+

SOCIAL NETWORK
BUILT BY GOOGLE
THAT ALLOWS FOR
BRANDS
AND **USERS**
TO BUILD CIRCLES

NOT AS MANY
BRANDS
ACTIVE,
BUT THE ONES THAT ARE
TEND TO BE A
GOOD FIT WITH A
GREAT FOLLOWING

GROWING RAPIDLY
WITH **925,000**

NEW USERS
EVERY DAY

400
MILLION
ACTIVE USERS



LINKEDIN

BUSINESS
ORIENTED
SOCIAL NETWORKING SITE

BRANDS THAT ARE
PARTICIPATING
ARE **CORPORATE**
BRANDS
GIVING POTENTIAL AND
CURRENT ASSOCIATES
A PLACE TO NETWORK
& **CONNECT**



79% OF USERS
ARE **35**
OR OLDER

240
MILLION
ACTIVE USERS



Twitter for News

@TwitterForNews

Follow

As of today, all 100 members of the Senate as well as 90% of the House of Representatives are on Twitter

blog.twitter.com/2013/01/100-se... via @gov

4:35 PM - 18 Jan 2013

100 Senators and the 57th Inauguration | Twitter Blogs

The 44th President and 113th Congress on Twitter On Monday (Jan. 21), Barack Obama will be publicly sworn in as President. While buzz about the Inauguration builds on Twitter, the legislative branch...



Twitter @twitter

46 RETWEETS 13 FAVORITES



Analyses as of December 2012 reveals that 75%, or three out of four heads of state, were utilizing the social media site Twitter. A total of 123 world leaders out of 164 countries had accounts on Twitter set up in their personal name or through an official government office. In 2011 only 69 out of 164 countries had embraced Twitter. The new figures represent a 78% increase in the number of heads of state and national governments on Twitter from 2011.

Trends: World Leaders Who Tweet

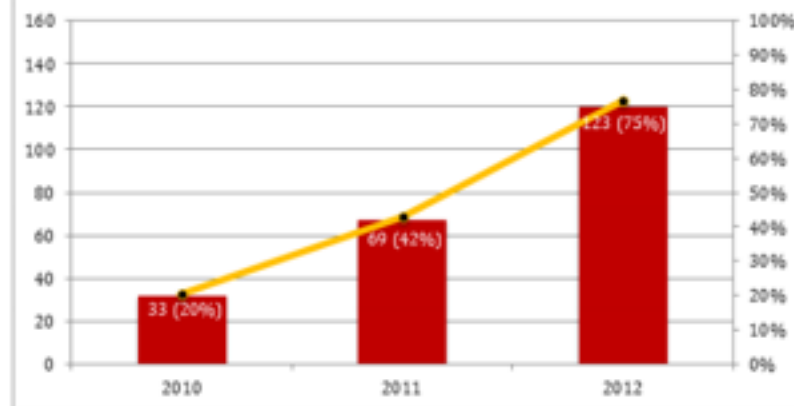
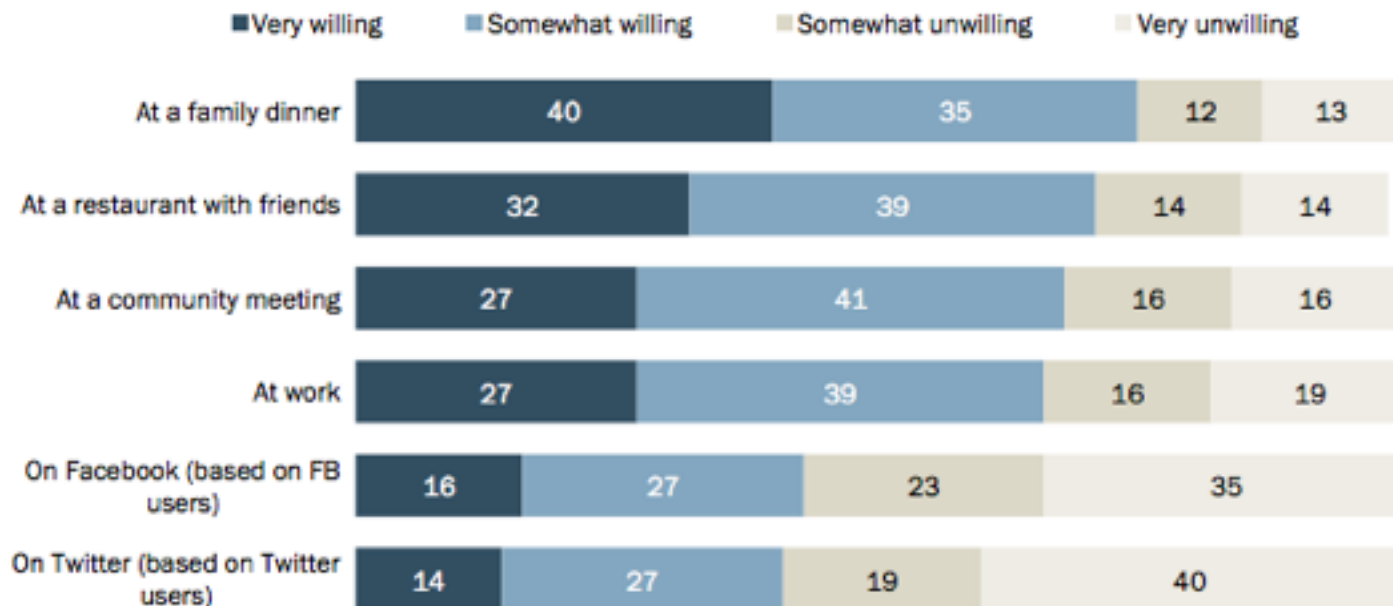


Figure 1 - Adoption of Twitter Amongst Heads of State

If the topic of the government surveillance programs came up in these settings, how willing would you be to join in the conversation?

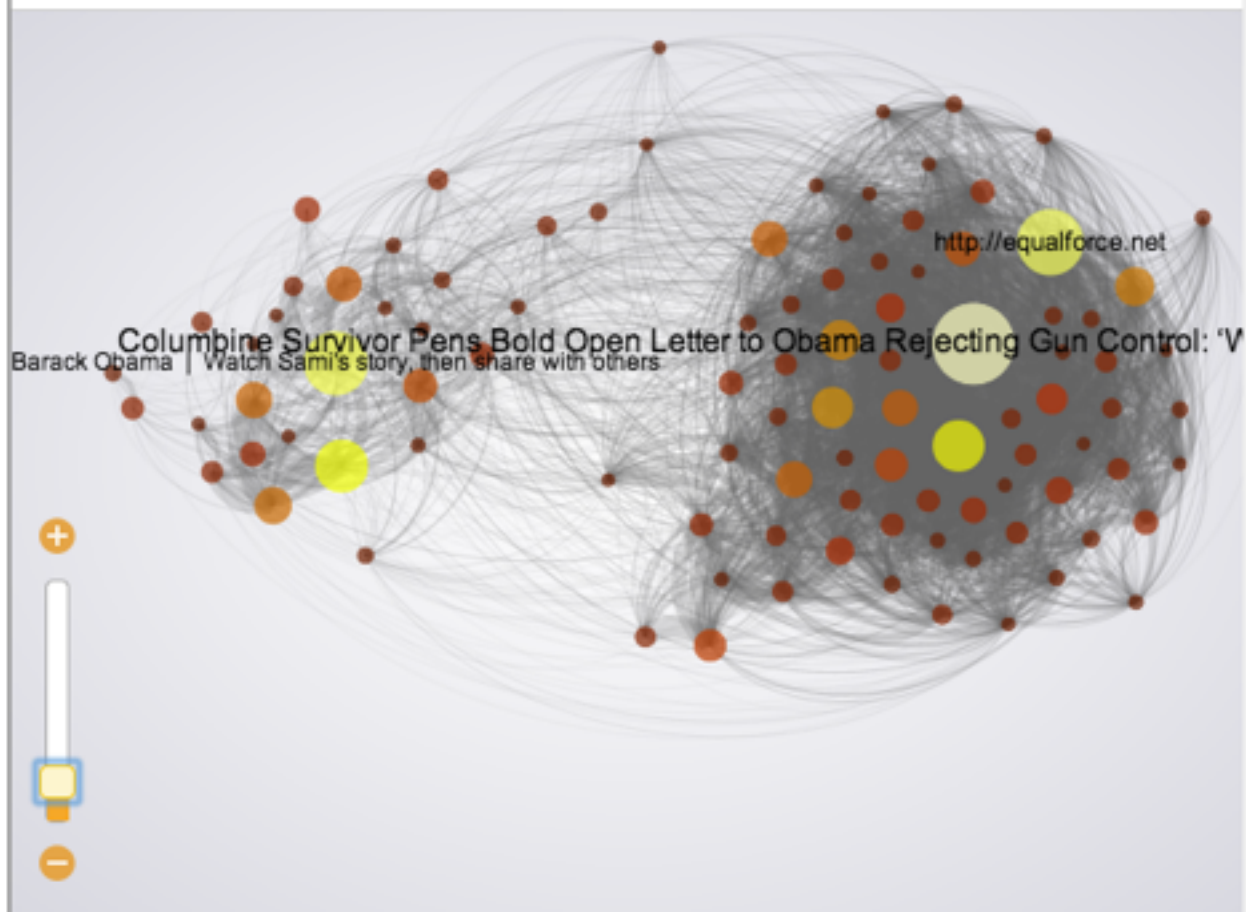
% of population



Source, Pew Research Center Internet Project Survey August 7-September 16, 2013. N=1,801 adults.

PEW RESEARCH CENTER

Top 100 Gun Tweets (view larger)



Gooooooooogle

Egypt



- Crisis in Egypt
- Protests of 2011
- Lara Logan



- Travel, Vacations
- Egypt Daily News
- CIA World Factbook

“The average story about the Ice Bucket Challenge was much more heavily promoted by Facebook’s algorithms (a factor of 8x) than the average story about Ferguson.”

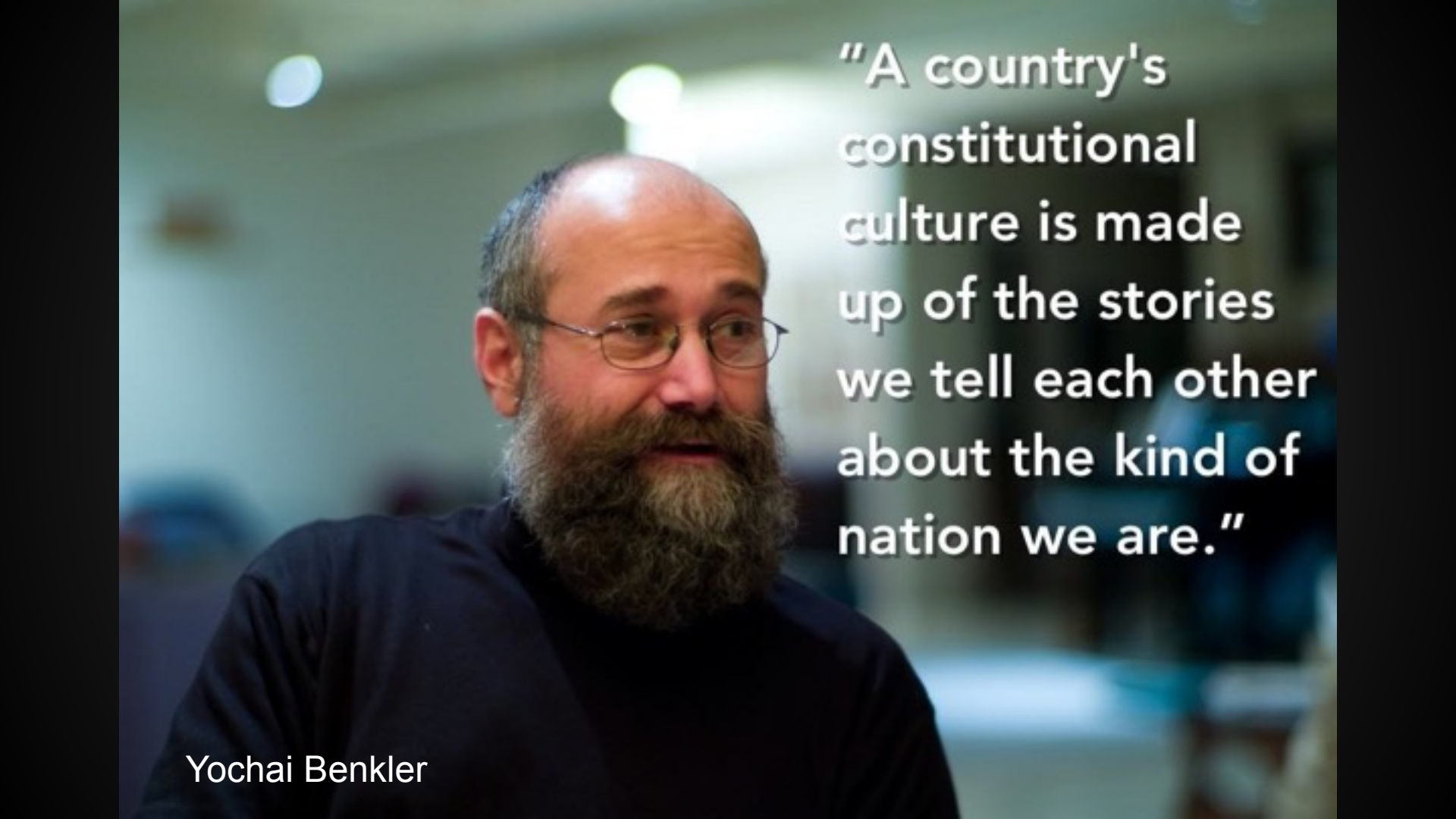




“Algorithms control the marketplace of ideas. They grant power to certain information as it flies through the digital space and take power away from other information.”

Kelly McBride, Poynter Institute

How can we use social media tools to better engage the public in meaningful policy debates, foster agency in politics, and facilitate creative conversations that address critical community concerns?



"A country's
constitutional
culture is made
up of the stories
we tell each other
about the kind of
nation we are."

Yochai Benkler



“Cultural change is often the dress rehearsal for political change. Or put in another way, political change is the final manifestation of cultural shifts that have already occurred.”

Jeff Chang





Curation Best Practices

Context - add relevant details

Connect - bring together diverse ideas and people

Converse - encourage dialogue

Credit - always provide attribution

Check - verify the content whenever possible

Capture - document good discussions

Create - spark something new

The Ideal Content Curation Practice

SEEK	SENSE	SHARE
Define topics and organize sources	Product: Writing w/links, presentation,	Credit sources and answer questions
Scan more than you capture	Annotate, Archive , Apply	Feed your network a steady diet of good stuff
Don't capture unless high quality	Must add value to work or strategy	Comment on other people's stuff
Time: 15 minutes 2x Daily	Time: 30-60 minutes Daily	Time: 15 minutes 2x Daily



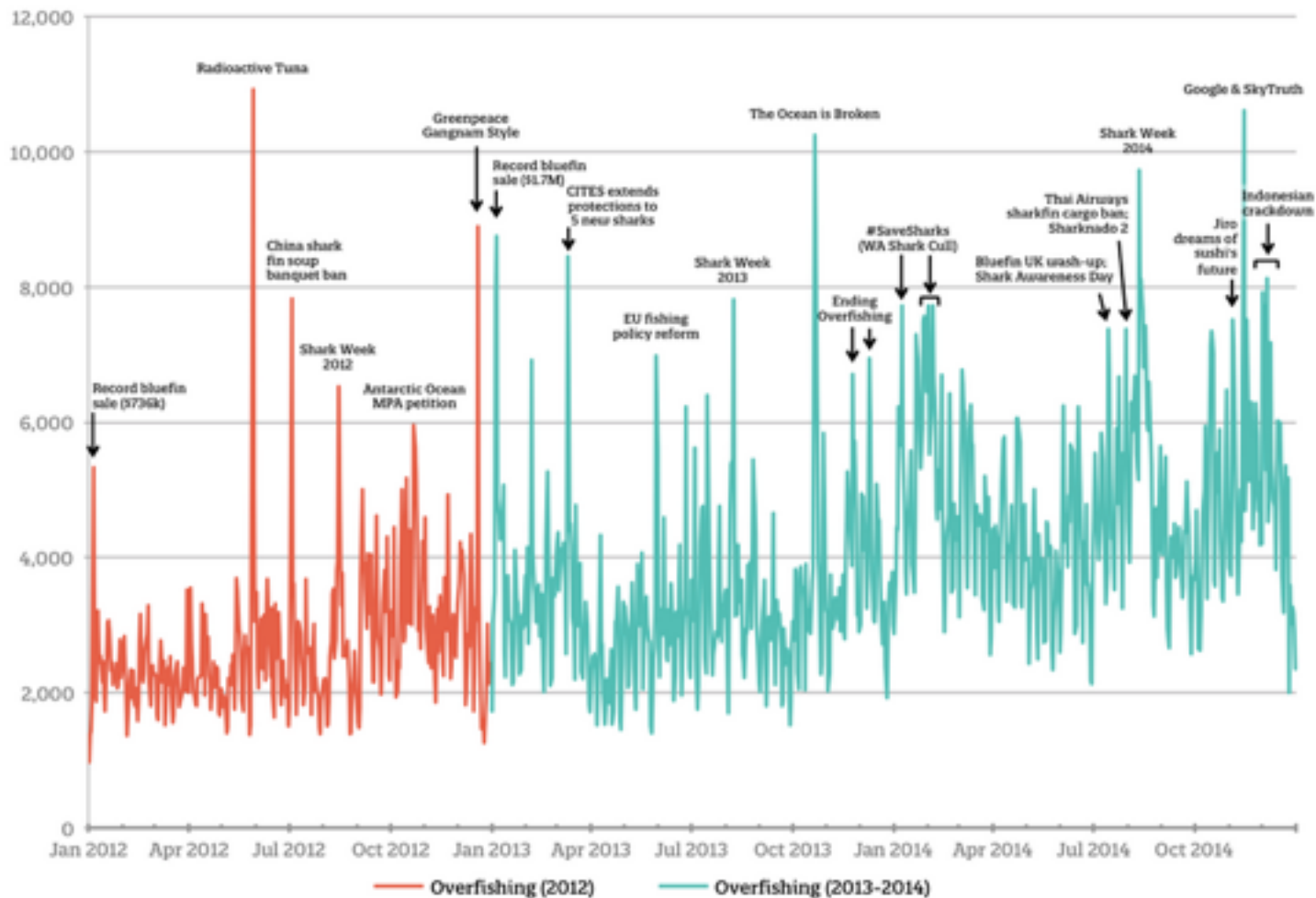
Why do Big Listening?

1. **Meet your audiences where they are**, using language they're already using
2. **Check assumptions**, adjust your gut
3. **Identify targets**, influencers and campaign ideas
4. **Identify patterns** of online engagement



Upwell


Overfishing & Fisheries Social Mentions 2012-2014








#WHOWEBE: A Near History of Racial #Counterculture Presented by @AAWW

As seen on  blogs.reuters.com

2011 Timeline of Protest, Revolution and Uprising

As seen on  whitehouse.gov

#WHChat: College Affordability

My tweets

Timeline

Search

Fav

User/list



benchestnut @rackspace Hey, how long do those backup power generators last?
<http://fdntv.com/Cold-Weather-Power-Outages-Texas-February-2011>
 February 2, 2011 at 17:42



benchestnut @kefoster When we saw your tweet, and your daughter's email newsletter, we couldn't resist. "the power of social+email" :-)
 February 2, 2011 at 16:26



benchestnut @jrgunderson - Snap! I see what you did there. ;-) Thank you sir.
 February 2, 2011 at 10:14



benchestnut "Like a violent swarm of bloodthirsty butterflies, Valentine's Day's approach doesn't make a sound" -
<http://nttd.co/3U> (via @nttd)
 February 2, 2011 at 7:45



benchestnut @neworleanstech - Yes



Go Kayla!

A story of Kayla, an 8-yr old jumproper with heart, and the power of social + email



While monitoring our mailchimp brand on twitter, we noticed the following tweet:

Teaching my 8yr old daughter about social media. She and I worked on a @mailchimp campaign for her fund raiser <http://t.co/LdkpsL2>

kefoster



February 1, 2011 at 20:54



Ok, this is pretty hard to resist. An 8 year old MailChimp user? So we checked out the campaign...



Kayla Foster's Fund Raiser

us2.campaign-archive2.com

In 2010 I joined millions of other kids to help save lives with the American Heart Association's Jump Rope for Heart





RebelMouse

Social Reactions to TIME's Person of the Year

Dec. 18, 2012

1 Share 20 Like 294 Tweet 32 + Share 31

POWERED BY: Rakuten

Follow @TIME for the latest updates

Subscribe Follow

Share this site



View More...

Any of these runners-up would have been fantastic. @TIME: See all five Person of the Year covers | #POY2012

22 Dec 2012 15 12

twitter.com

@BarackObama #POY2012 The president was a great choice. He's been through plenty trials over the past year and has done tremendously.

21 Dec 2012 15 12

twitter.com

The point to

Barack Obama is TIME's 2012 Person of the Year | #POY2012

19 Dec 2012 15 15



Barack Obama is TIME's 2012 Person of the Year | #POY2012

twitter.com

Wish it was PERSONS of the year so the top 2 would win. #POY2012

20 Dec 2012 15 12

When it comes to confCERNs that really matter, #womens take the helm #POY2012 | @TIME

@TIME I respect Obama, but #POY2012 Imho should have been #Malala

22 Dec 2012 15 15

twitter.com

It's absolutely outrageous that @pey_anna was not named @TIME Person of the Year.

19 Dec 2012 15 15

twitter.com

Hasn't Obama been #POY before? @StephanAKrome would've been a more exciting pick. @TIME POY2012

20 Dec 2012 15 15

twitter.com

This girl is awesome! RT @TIME: Take a look at Person of the Year runner-up #Malala's school work | #POY2012

20 Dec 2012 15 15





FOR

AGAINST


“

Labeling the Syrian opposition as a terrorist threat to isolate it from western help; accelerating the use of force with all types of weapons in hand (conventional and chemical); using the so-called political solution as a method of buying time: These are Assad's (and his allies) key strategies to reach victory in a few months. It is unsafe for the world to live with such a dangerous regime!

”

- Lilac, USA

9 Sep

 Share

“

We do not have an ally in this potential war. We do, however, have two enormous potential opponents; Russia and China. The US cannot afford another engagement at present. If the allegations that Assad used those chemical weapons against women and children are true, it is to be hoped that the international community will act against his regime in such a way as to pull his teeth, preventing any further use of such internationally dangerous weapons. As to the generals' distaste of military engagement, does it occur to anyone that Obama forced most of his top generals into retirement and appointed liberal-leaning puppets in their place? The old guard knows what danger there is in going into a conflict without a plan. And that's exactly what Obama is doing.

”

tumblr.

[Unfollow](#)[Dashboard](#)

PLANNED PARENTHOOD SAVED ME

Planned Parenthood is dedicated to women's health. We're posting stories from women whose lives were saved or changed because they had access to affordable healthcare like cancer screenings through Planned Parenthood.

A quick note, too-- we'd really love pictures of you holding up your stories, or just pictures of you that you'd like to include.

(Not affiliated with PP, by the way. We're just big fans. Questions? Get in touch with [@deanna](#) on Twitter.)

Pinkwash *this.*

[SUBMIT](#) [ARCHIVE](#) [RANDOM](#) [RSS](#) [SEARCH](#)
[TWITTER](#) [FACEBOOK](#)

Pinterest



my life, now with breast cancer.

35 Pins • 957 Followers



Kari Jardin

Follow Board



Ginger Ale (and ginger in many different forms) is a long-proven helpful aid for chemo-induced nausea. I recently tried this "Femina's ginger beer," and loved it. It's not as sweet as mainstream brands like Canada Dry, or that Jamaican brand you find in specialty shops. Had a floral quality to it, includes stuff like yarrow extract and pear juice. Super great. Gonna buy a bunch for the next chemo round. (via Dan Gould via Cathrine Wolf Lurie)

117 11 11

Pinned from
Sentiments.com

Connie Herlihy
Glad you found a ginger ale that you love! Bundobest is another really tasty one that you might like. They've got 1 at Boomer Bar... and BevMo!



Add a comment...



Chemo-nomics: Chemo-nomics. Above, about a hundred bucks or less of medical cannabis. This is enough for many, many doses against chemo sickness. Below, 3 pills that effect for 3 days, 500 dollars after my insurance. There's no generic for it, so major gouging. It's one of the few pharma drugs that does work on me for this. Pot works differently, and I use them both. EDIT: If I insert the dollar sign and numbers in this post, Pinterest splashes a banner with price over the image. Hilarious.

115 10 12

Pinned from
Instagram

Lisa Spivak
Sad, isn't it, when big pharma gets the better of us with drugs that are beneficial but cost so damn much.

Heather Engler
only in the US can you waste your entire savings, due to medical expenses in 2008, 62% of all personal bankruptcies were due to medical expense! happy thoughts your way!



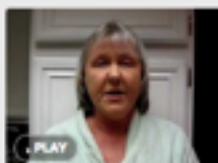
Add a comment...



By Ehrlich Blackhound. Inspiration, in pink.

114 14 17

Pinned by pinner



"What breast cancer is, and is not." Linda Burger, a 56yo breast cancer veteran, who lives in Las Vegas. [My thoughts here: boingboing.net/02...]

by Linda in Las Vegas

118 15 12

Pinned from
youtube.com

Lisa Spivak
I remember when I first saw this thinking that Linda was not only a brave soul for saying herself this way, but a beautiful woman for doing so.



Donna Barnes
Cancer sucks. Thanks for sharing!



Shit Cancer Patients Say. Background on Woody here: boingboing.net/...

by Woody Roseland

118 10 16

Pinned from
youtube.com

Purple glass and silver seeds. My friend Lori (prior on Pinterest) makes these and sells them, a gordon goes to breast cancer research. I'm wearing this very pair as I type this. Lori is also going through treatment for breast cancer. She's about a year ahead of me in the process, and doing great.

113 11 13

Pinned by pinner



Under the drip of healing poison. 4th chemo round.

112 14 13

Uploaded by
Kari Jardin

WeddingHappy - Wedding Planning Aid
You giv' em hell, gorgeous!

Scott Sheppard
A good friend of mine, one who I have worked with and wrote a couple of books with was given 6 months to live about 30 years ago and she is fine. She actually had two potentially fatal diseases at the same time and she is fine. She used to say, "these illnesses might have the power to kill me, but I'm not going to let them run my day." You can do it. You will do it.

T.L.
This board makes me cry. Tears of sadness of the disease/treatment and tears of joy of your strength. I will keep you in my thoughts and look forward to seeing the poets of remission.



Add a comment...



Nurse Maggie, compassionate and merciful, "pushing Adria" into my veins. Adriancin. Docetaxel. Red Devil. 4th round.

111

Uploaded by
Kari Jardin

Angie Reed
Thank goodness for Chemo Nurses...



Add a comment...



My yoga teacher, Jerome Menier, accompanied me to chemo on the second round. He is from France. He is a goofball here, cheering me up while I maintain in healing poison in the next chair. His wig is one of the "cranial prostheses" samples on mannequins in the clinic. Shortly after I arrived this



My medicine cabinet, with breast cancer. I actually have lots more, but couldn't fit them all in one iPhone snapshot. For instance, the [very effective, for me] anti-nausea drug that costs 500 bucks for three pills, I don't want to throw away the packaging when I finished the pills. But I'll be buying another of those three expensive pills tomorrow, for Wednesday's infusion. Each chemo round, they give me new drugs. I used to have nothing like this in my house: no pharmaceuticals, no meds, no cannabis. I was proudly drug-free. Maybe even a little arrogant about it. I felt like that purity was something to be proud of. Now, I acquire new drugs each time I go in for chemo, as my doctors roll the dice and try to identify what will work, and what will work to alleviate the symptoms caused by the primary drugs. Drugs for the drugs for the drugs. Ya dang. I heard you like pills...

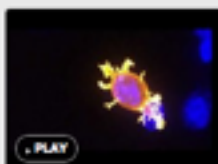
116

Uploaded by
Kari Jardin

Each chemo round is followed by days on which you fight puke-nausea. Then, as the puke fades, it gives way to more days where food is disgusting. And then, eventually, that lifts, and hunger returns in great force, and you have a beautiful first day where it's like this...

by malia

111

Pinned from
youtube.com

Video of a T cell in action as it attacks a cancerous cell (first seen on IIS). THIS IS HAPPENING INSIDE MY BODY RIGHT NOW. Right now, this very second. That totally trips me out.

by CambridgeUniversity

111 12 11

Pinned from
gsm.com

Zinewu
Just received a diagnosis of IDC lowgrade. Thank you for your posts here! You are an inspiration. Stay strong!

Imagine how innovative we'd be if we looked at our garden in full before going to the shed, instead of looking at our tools & imagining gardens.

@elle_mccann

Content Curation: Step-by-Step



Questions to Consider

Consider Your Goals

Consider Your Audience

Consider Your Issue

Consider Your Capacity

Consider Your Outreach

Consider Your Next Steps



Email: jstearns@grdodge.org

Twitter: [@jcstearns](https://twitter.com/jcstearns)

Newsletter: [Tinyletter.com/jcstearns](https://tinyletter.com/jcstearns)

Project Website: LocalNewsLab.org

Blog: stearns.wordpress.com

More: bit.ly/CurateKSG