### A Brave New World

HARNESSING SOCIAL MEDIA FOR KNOWLEDGE DISSEMINATION

- News stories are broken online
- Traditional commercials are launched online
- Feedback is faster with wider reach

- Traditional gatekeepers are being shunted aside
- •User-generated content increasingly dominates the web

What is Social media?

Social media is a participatory layer that allows self-selection of experiences.

Everyone is on social media. Those who aren't are influenced by those who are.

Social media is cheap.
It's (virtually) free, while paid options are inexpensive compared to traditional media.

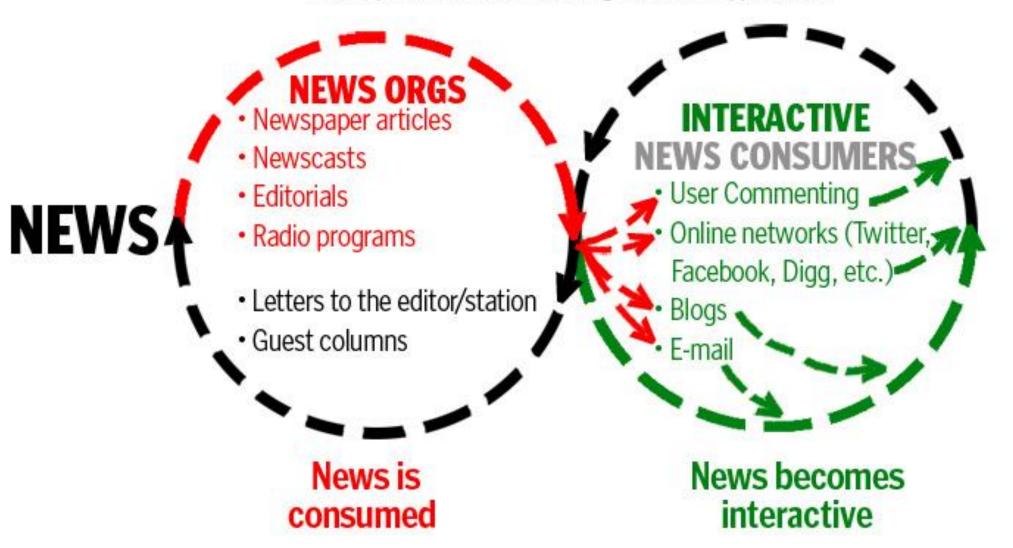
## Social media is a tool in your communications arsenal.

Use it to spread messages, amplify other channels, and gather feedback.

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### THE NEWS CYCLE

Passive publications are becoming interactive applications



- "Virality" and "meme-ability" matters
- "Sharing" outruns fact-checking
- The digital record resurfaces even after debunking

Have a plan - include social media in communications planning.

Maintain a presence.

Establish your FB page and other social media channels.

Increase followers. Pay if you need to.

Target those who need your info the most.

Coordinate and build (social media) alliances with fellow agencies and the academe.

# Create campaigns for specific topics.

# Engage your audience intelligently and honestly.

#### What you can (should?) do

- 1. Create pages (not just accounts)
  - Develop an overall social media policy
  - Assign personnel to handle social media
- 2. Plan your content
  - Share from central office
  - Curate from partner organizations
- 3. Engage your audience
- 4. Adjust based on feedback

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