



#2018INCASummer



Agenda

- Introduction
- How to report on Twitter
- Indigenous Twitter
- Assignment



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@jenniferhollett



Head of News Partnerships @TwitterCanada

#Digital #Journalism #Politics

#CTV

#MuchMusic

#CBC

#JHR

#cdnpoli

#canfem

#PANK

#Thanks



↕ 41 ❤️ 68 ↩

12:00 PM – May 2018



What's your 280 character
bio? [#Introductions](#)

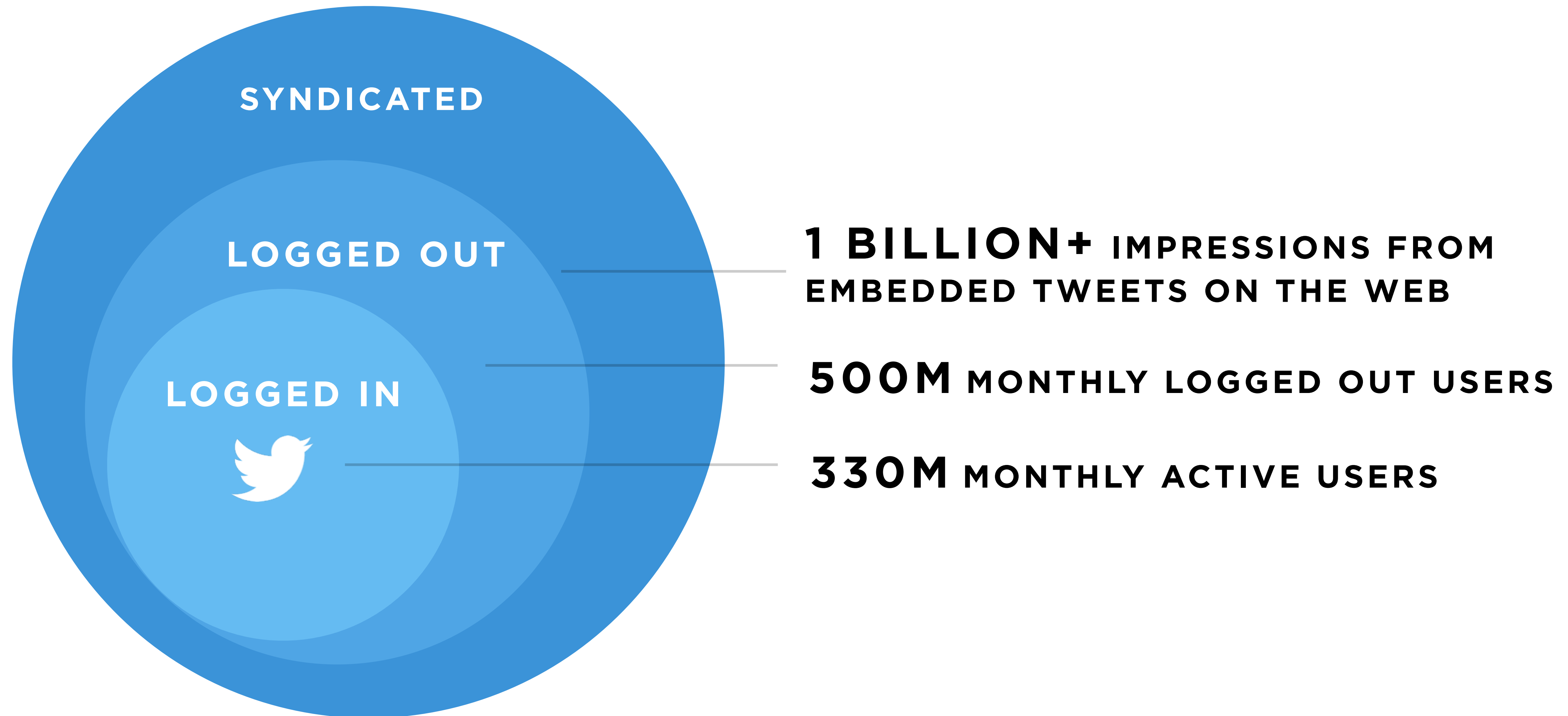
↕ 41 ♥ 68 ↶

12:05 PM – May 2018



Twitter is what's happening in the world and what people are talking about right now.

Twitter is your **#PersonalVoice**, with a channel that reaches the world.





Every two days, 1B Tweets sent

Every day, 1.2B video views

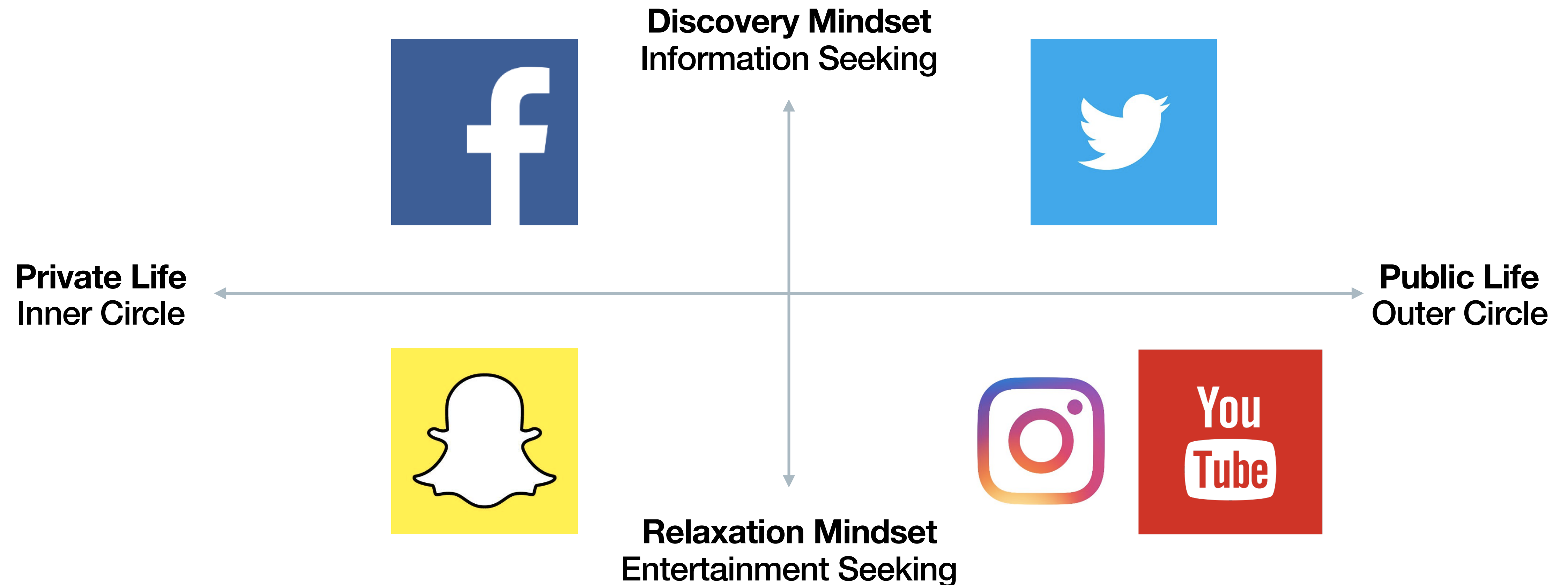
80% of users are on mobile

**Here in Canada, up to 15M
Canadians use Twitter
at least once a month**





Different platforms, different purposes





@USERNAME

an account's profile name or handle, preceded by the "@" symbol

PROFILE PHOTO →

reflects your brand identity and personality

#HASHTAG →

"sorts" your Tweets into conversation



← MORE

gives you options to mute/block or report a Tweet

← TWEET

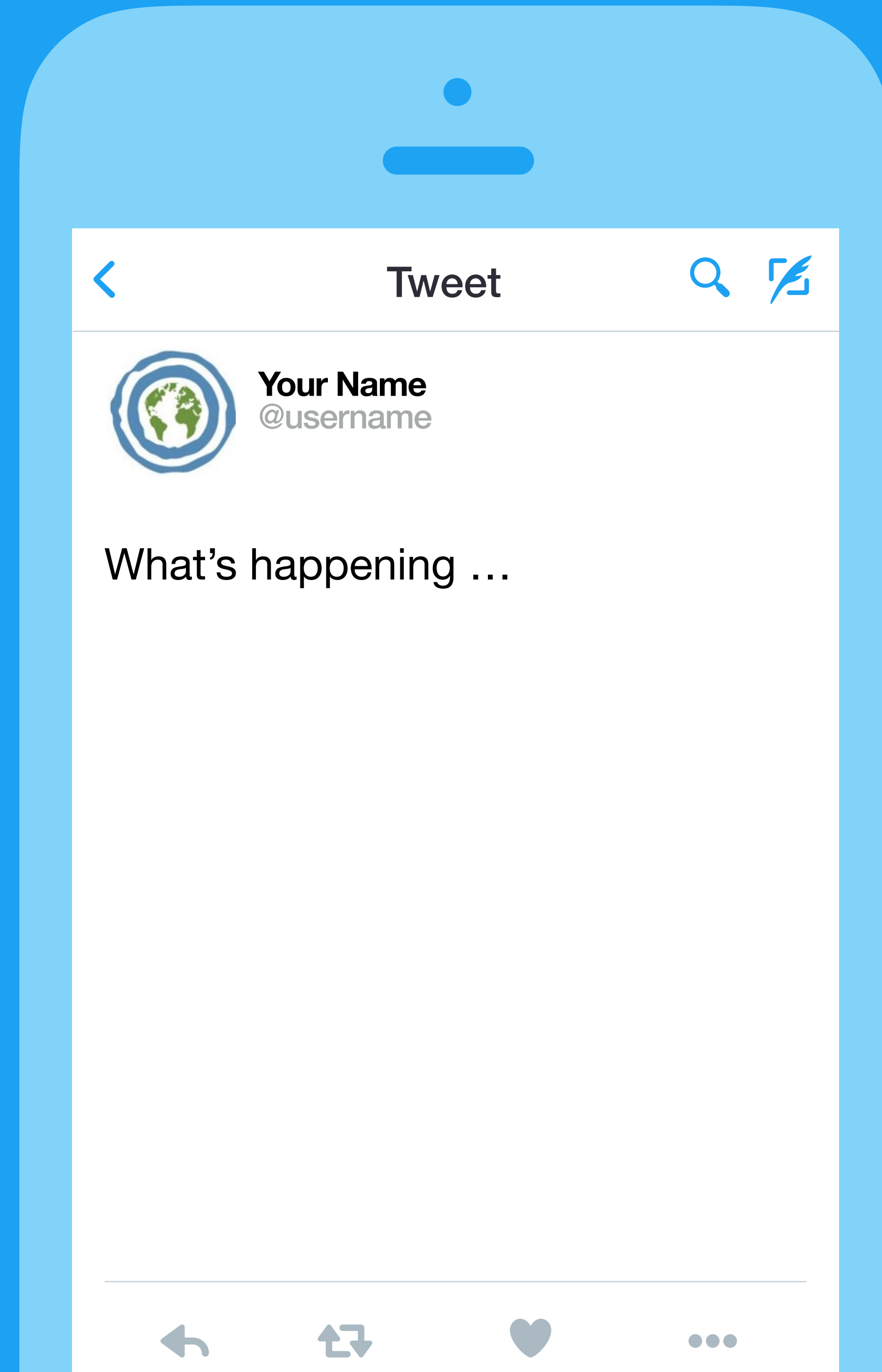
a short form update of 280 characters or less used to communicate with followers

ENGAGEMENT

reply to, retweet, or like a Tweet



Live demo



But what do I Tweet about?



Tell people what's happening:
News, Stories, Local Events



Take people behind the scenes:
Team, Production, Workshops, Readers



Chat with your followers:
Ask questions, Ask for tips, recommendations



One Tweet you'd
like the world to
know.





Reporting on Twitter



“Twitter is the
beating heart of
news.”

Ben Smith
BuzzFeed Editor in Chief
@BuzzFeedBen



“**...a new kind
of journalistic writing.**

It's easier to reach people. It's certainly
journalistic, and it's certainly timely.”

Dean Baquet
New York Times Executive Editor



“ **Twitter is the most important
innovation for journalists
since the telephone.**

Emily Bell
Director of Tow Center for Digital Journalism
Columbia Journalism School

”

Boston

3:17 PM



Where the news
gets the news

NEWS
ROOM

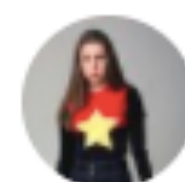
BREAKING NEWS

LIVE
CNN

BOMB. BAG DEBRIS TO FEDS

BRIC

SOURCE: PARTIAL CIRCUIT



Sarah Chadwick// #NEVERAGAIN ✓

@Sarahchadwickk

THERES A SCHOOL SHOOTING RN AT MY SCHOOL

2:46 PM - 14 Feb 2018

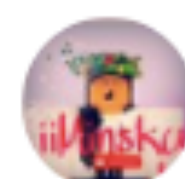
73 Retweets 507 Likes



13 73 507



Tweet your reply



iiMinsky @iiMinsky · Feb 15

Replying to @Sarahchadwickk @chaddiedabaddie

I hope you're okay! I will be praying for you

1



Aidan Minoff
@TheCaptainAidan



My school is being shot up and I am locked inside. I'm f****g scared right now.



3:01 PM · Feb 14, 2018



Delaney Tarr ✓

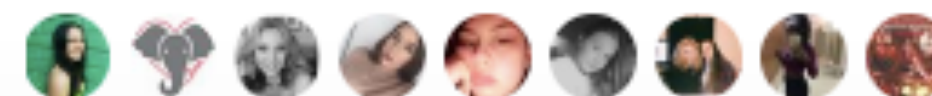
@delaneytarr

Yesterday we went back to school for the first time. It was hard, it was painful, and it was bittersweet. But we are eagles, and we are strong.



10:38 AM - 26 Feb 2018

2,734 Retweets 14,412 Likes





Search filters · [Show](#)

Related searches

- [#neveragain](#)
- [#enough](#)
- [#MarchForOurLives london](#)
- [#MarchForOurLives portland](#)
- [#MarchForOurLives stream](#)

Who to follow · [Refresh](#) · [View all](#)



A March for Our Lives #... ×

Follow



Twitter Moments  @TwitterMoments · 10h

Hoping to bring an end to gun violence, demonstrators are rallying across the US and around the world. [#MarchForOurLives](#) 



Scenes from the March For Our Lives rallies

Social action

Across the United States and around the world, thousands marched in rallies in a call for sweeping changes to gun laws. The main event, led by survivors of the Marjory Stoneman Douglas High School...

 Moments



ETORIC
merican
CYCLE
T GIVE
ERMISSION
E A
CK

REFUGEES
ELCOME

DUMP
TRUMP

Just
F

WOMAN'S
PLACE
IS IN
THE
RESISTANCE

WE CAN.
WE HAVE.
WE WILL!

@REFINERY29

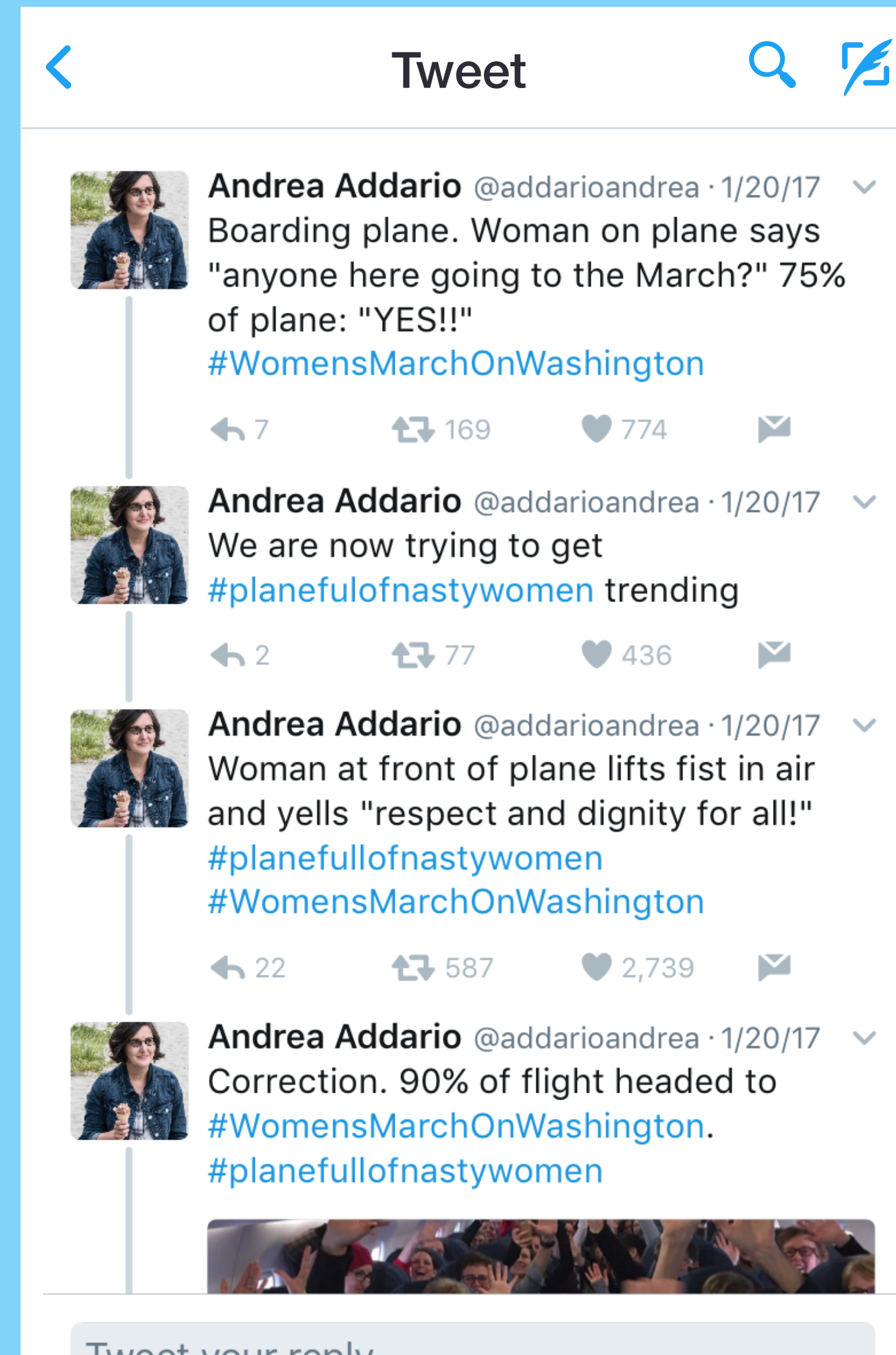


Women's March Canada @CdnWomenMarch · 15h
Update! We're now reporting *almost* 120K marchers in 37 communities across Canada! From coast-to-coast, you marched
❤️🇨🇦 #wmwcanada
Tasha Donnelly, YegSolidarityMarch, Women's March YXU and 6 others

1 52 99



What is a hashtag?





What is a hashtag?





#ableg



Tweeting up a storm

@kristynwongtam
@BLM_TO
@YummyMummyClub

 #positionofstrength

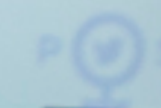


 #positionofstrength

Tweeting up a storm

@kristynwongtam
@BLM_TO
@YummyMummyClub

 #positionofstrength





#IDLE NO MORE





BLACK
NOT
CRIME



#blacklivesmatter



#MeToo
survivors' march





Hashtags to use & follow

#skpoli

#cdnpoli

#MMIW

#TRC

#Reconciliation

Canada trends

A close-up shot of a person's hands holding a black smartphone. The person is wearing a dark blue denim jacket. The background is dark with out-of-focus lights, including two bright yellow circular lights on the left and several white and blue bokeh lights at the top. The overall mood is nighttime and urban.

#Video

Video : reasons

2-3x

More Retweets with
video uploaded
directly than links

Source : Internal Data Twitter 2015



Video : formats

Selfie video



Video : formats

Point of view



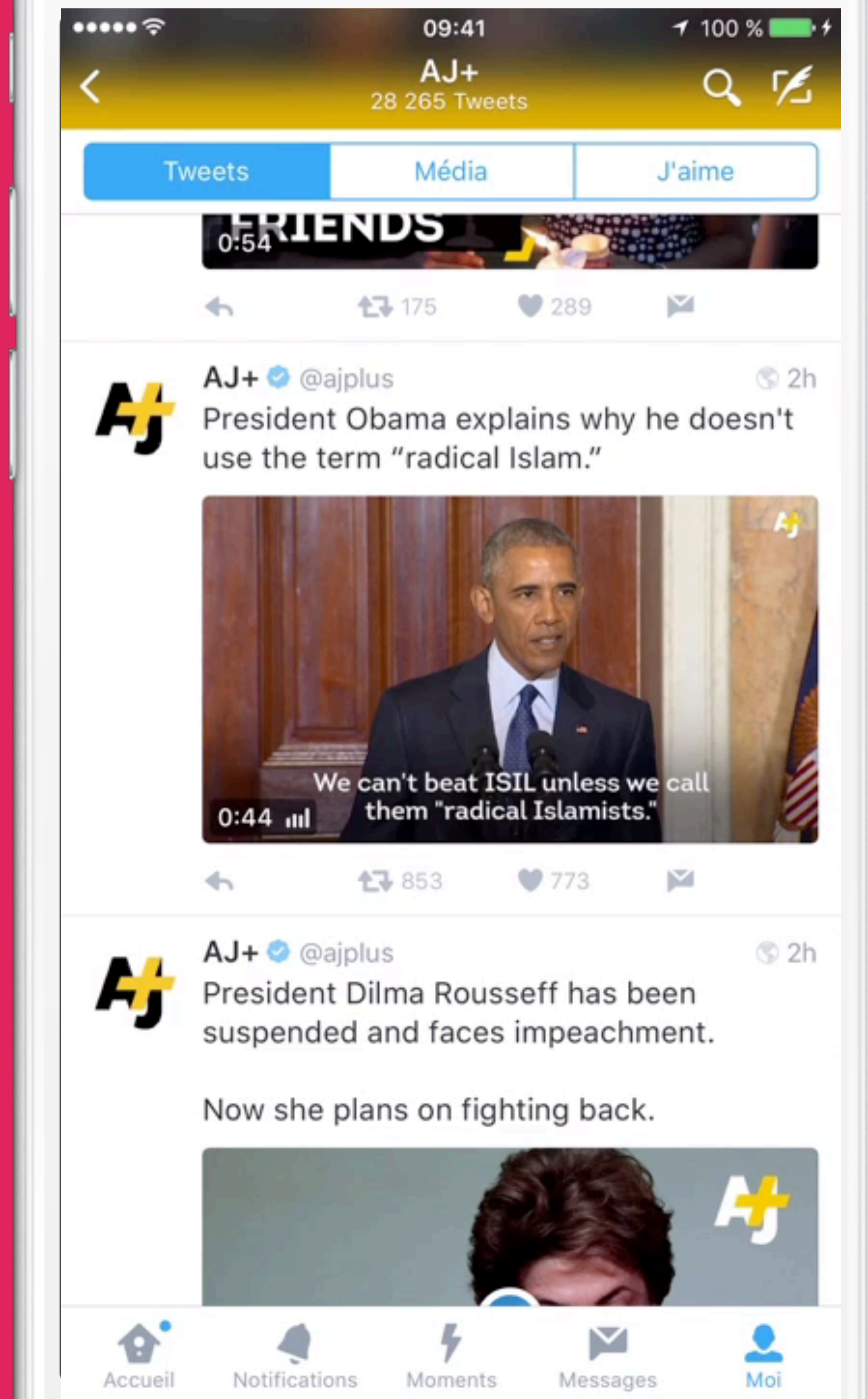
Video : formats

Q&A



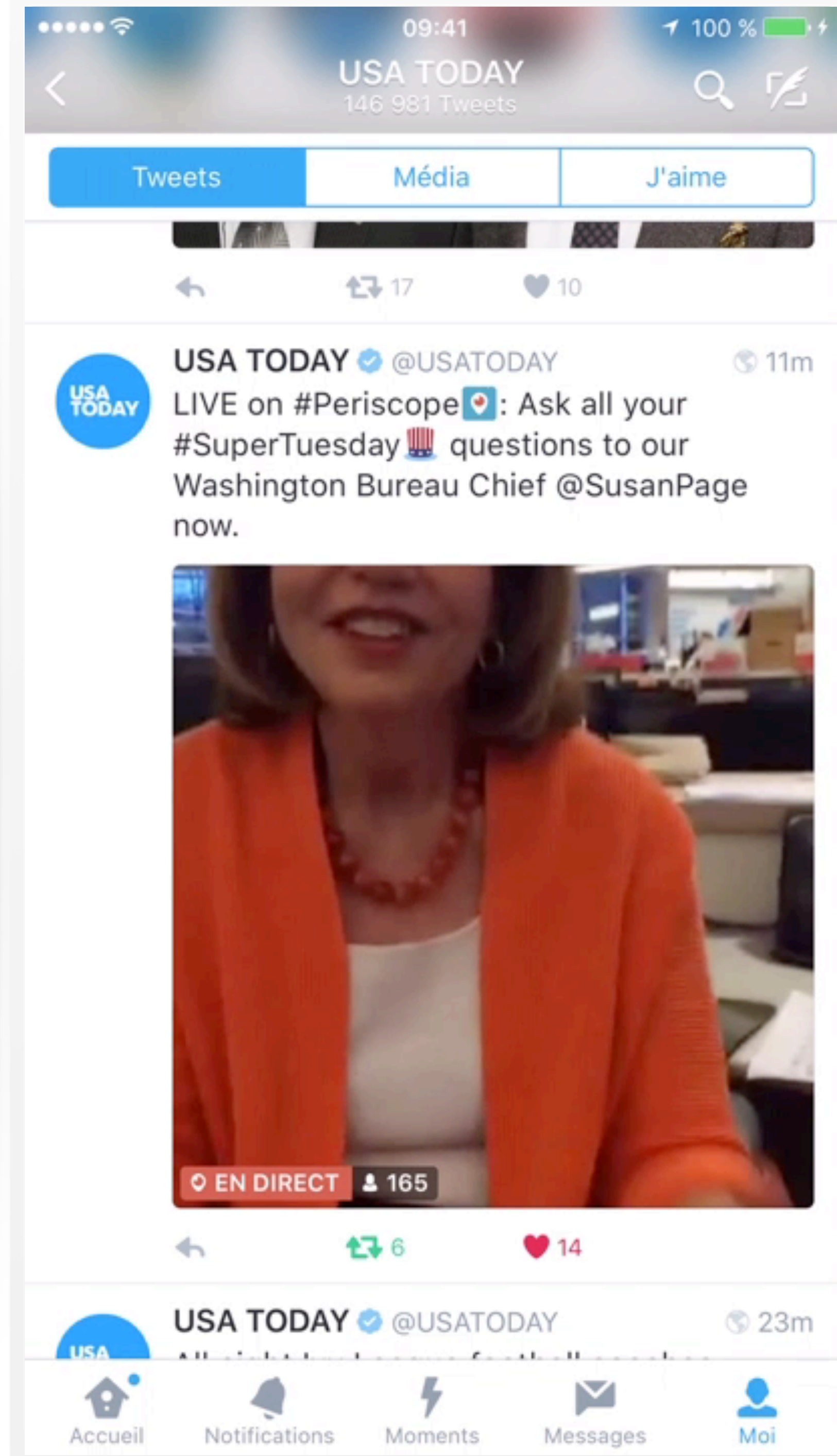
Video : tips

Think mobile consumption



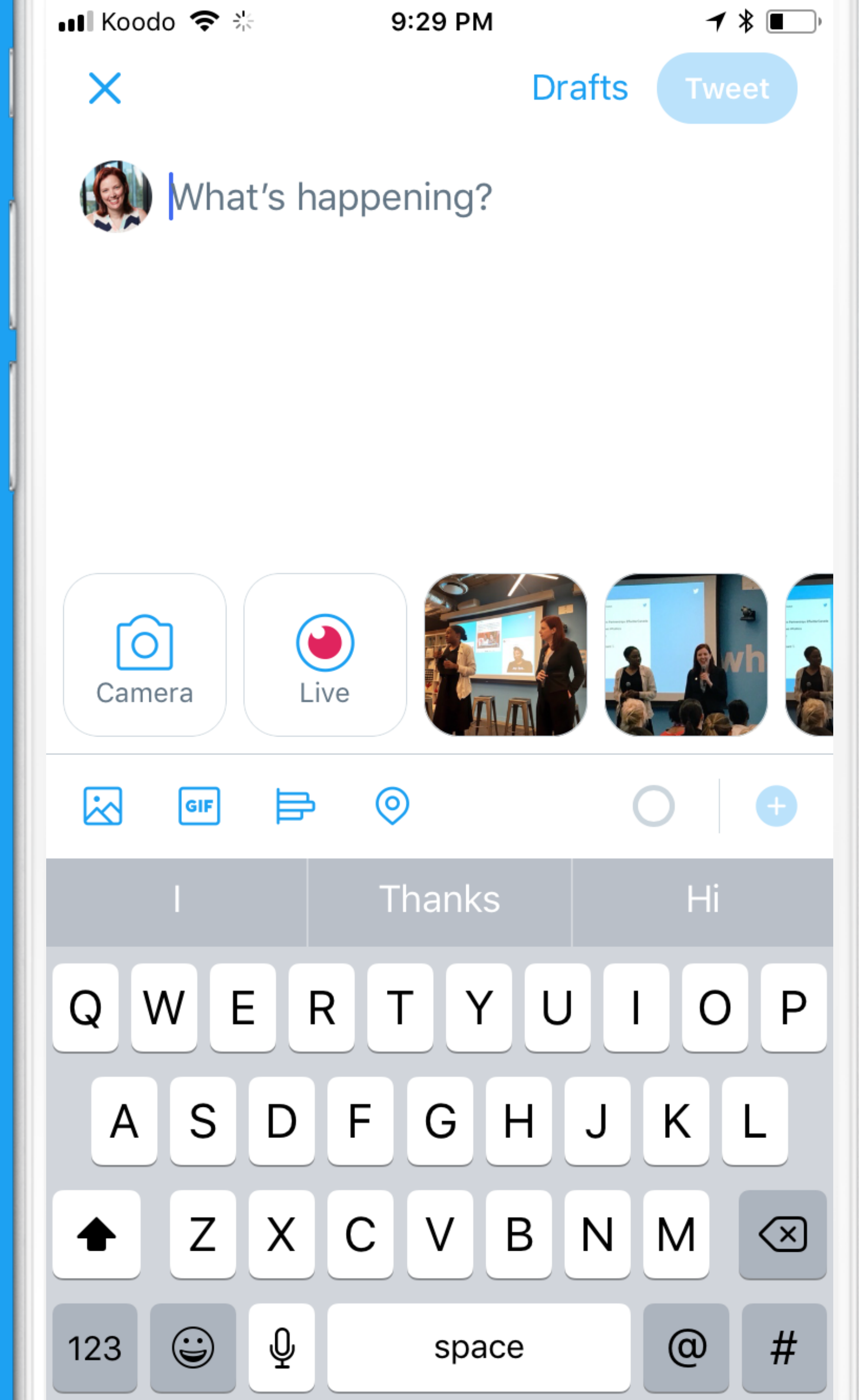
Video : Live

Go Live on Twitter



Video : Live

**Go Live
from the
Twitter app**



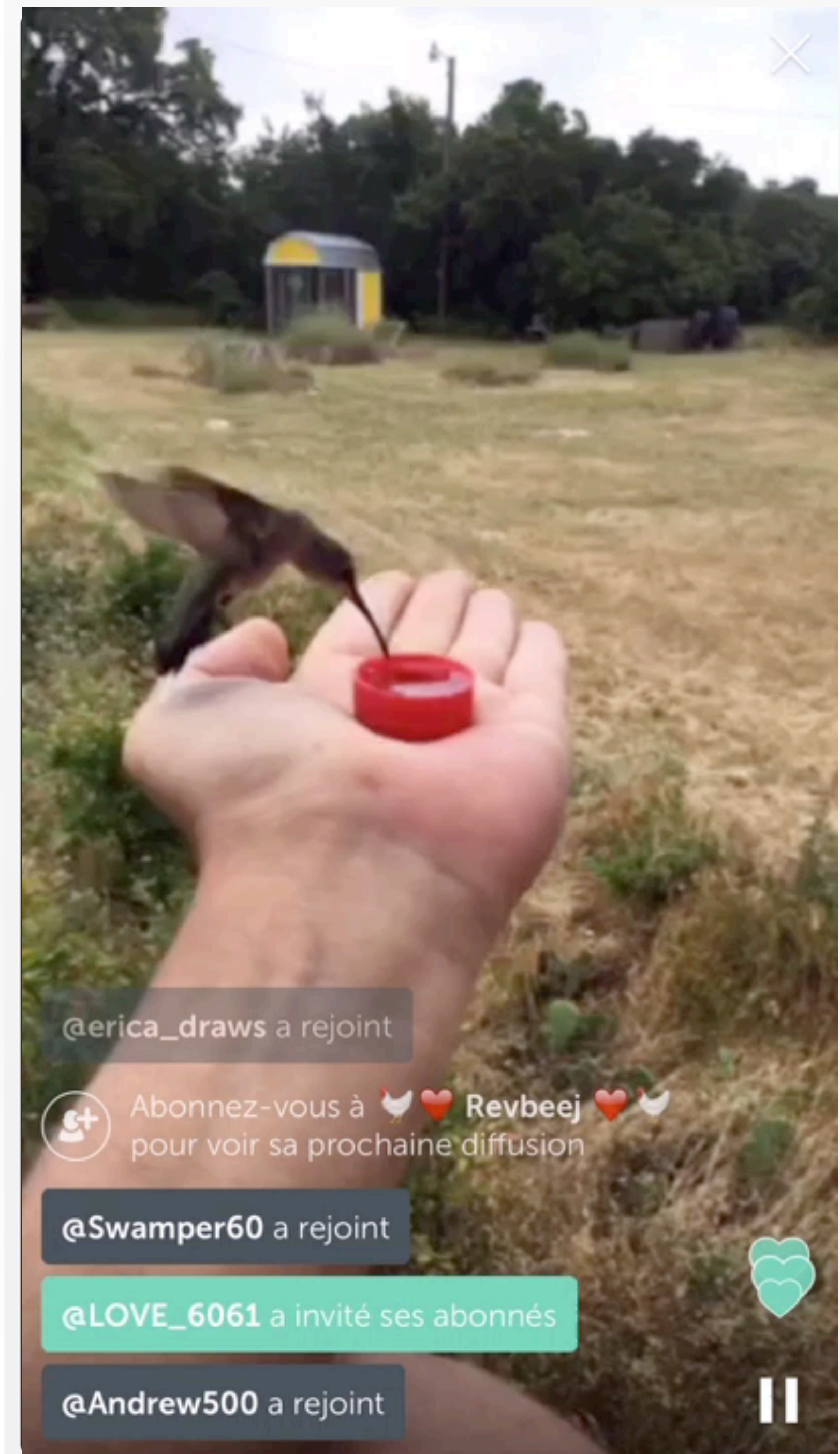
Video : Live

Focus on :

✓ **interactivity**

✓ **exclusivity**

✓ **immersivity**





Indigenous Twitter





Jessica Gordon

@JessicaPGordon



Awesome day of laying the groundwork for rally and petitions opposing **#omnibus** **#billc45** re **#indianact** please find our fb group **#IDLE NO MORE**

1:35 AM - 30 Oct 2012

2 Likes



1



2



Tweet your reply



Jessica Gordon @JessicaPGordon · 30 Oct 2012



Replying to @JessicaPGordon

@Jessicapearl78 @WabKinew





Greg Kielec
@gkielec



#NewProfilePic





Nahanni Fontaine ✓

@NahanniFontaine



Meegwetch @jackielconnell, @weldRBR, Trinity & Joseph at @RBRussellHS for today's visit, amazing lunch & the opportunity to see first hand the beautiful 🌹 Rose Memorial you created in honour of #TinaFontaine.

@BSmithMB & I had a lovely visit & just love each of you!!

#MMIWG





Max FineDay

@MaxFineDay



Was just a story about child welfare in Manitoba on CBC the National. 90% of kids in care are #Indigenous.

I'm in the international Air Canada lounge ready to get away from stats. like these briefly & the businessman next to me scoffs...

9:46 PM - 14 Mar 2018 from Mississauga, Ontario

278 Retweets 486 Likes



21



278



486





Max FineDay @MaxFineDay · Mar 14



"Sad" he said, to no one in particular. "These guys gotta get a grip."

I tell myself I'm on vacation, a few times, before taking the bait.

"Yeah" I say, "the province needs to hand over control to #Indigenous child welfare orgs/professionals. What're they waiting for?"



1



17



132



Max FineDay @MaxFineDay · Mar 14



He looks shocked that a native guy in a jean jacket is sitting in the lounge. Then embarrassed for having said what he said.

He's a commodity trader (whatever that means).

I ask him about Canada's history, he admits that he doesn't know about our shared past.



2



16



110



Max FineDay @MaxFineDay · Mar 14



I ask him about what he knows about #Indigenous peoples. "Well bud," he says as if a caricature of the ignorant Canadian, "my taxes help them more than they' help themselves, I know that."





Max FineDay @MaxFineDay · Mar 14

And I talk. Because that's what I do.

I tell stories about Canada, and what I've seen in my travels.

I'm honest about the good I see when I work with youth from @CdnRoots.

I tell him he was robbed of learning about #Indigenous peoples. "We're actually quite great", I say



4



20



168



Max FineDay @MaxFineDay · Mar 14

And then I tell him that I'm going away because I'm actually quite tired.

Tired of seeing injustices on The National, of having to explain why people are heartbroken over #JusticeforTinaFontaine #justiceforcoltenboushie.



3



15



147





Duncan McCue  @duncanmccue · Mar 12



Our voices never stopped, but they weren't always being listened to. Now, we have Indigenous media-makers in all forms. I'm asking you to look for emerging Indigenous voices - or those new to you- and pls share [#Next150](#)
[#IndigenousMedia](#) [#DiversifyYourNews](#)



Diversify Your News

I'm challenging you to diversify your news sources. Read through the Indigenous media list that we've compiled and follow some of these medi...

next150.indianhorse.ca



1



186



231





Duncan McCue  @duncanmccue · Mar 12

There's no single "Indigenous voice" in media or anywhere else that you can turn to for your Indigenous news. I hope you hear from broad spectrum of Indigenous voices from all regions & all specializations. The list of media-makers, found in the link , is good starting place

 1  6  28 



Duncan McCue 

@duncanmccue

Read through the list & subscribe to, like, & follow some of these Indigenous voices that you weren't following before. We've provided you with their Twitter handles but you can follow them on their blogs, Instagram, SoundCloud, publication or wherever they're putting out content

2:17 PM - 12 Mar 2018

4 Retweets 17 Likes



 2  4  17 



Some accounts to follow

@cblackst

@connie_walker

@IndigenousXca

@jessewente

@RMComedy

@WeMatterOrg



Find and share
some Tweets
you like





Your assignment



Overview - #2018INCASummer

Working in teams of two (listener and power-user) select a news story you feel passionate about

Create a Twitter thread (op-ed, breaking news, photo series)

Tweet one original news video (report, video of something on campus, news in the community)

Create one Twitter Moment, incorporating other voices



#ThankYou

@jenniferhollett