

Surviving the Transition to Social Media

Presented by Kerry Shearer

9:00-11:00 AM January 30, 2013

Southeastern Pennsylvania Regional Task Force Conference
January 30-31, 2013

Sign up for free resources at www.KerryShearer.com

Follow me on Twitter at www.Twitter.com/KerryShearer



About Me

- Public Information Officer
- Background in radio & TV broadcasting
 - Air and ground traffic reporting
- Corporate & Government communications
- Focused on social media, web video and crisis/emergency communications
 - Certifiable technogeek!

Video link: Social Media Revolution

<http://youtu.be/QUCfFcchwIw>

What We're Covering

Social Media Update

Key Platforms

Social Media in Emergencies

Writing/Posting/Clicking

Video/Audio

Tech Toolkit



Live Audience Text Response Poll using PollEverywhere.com

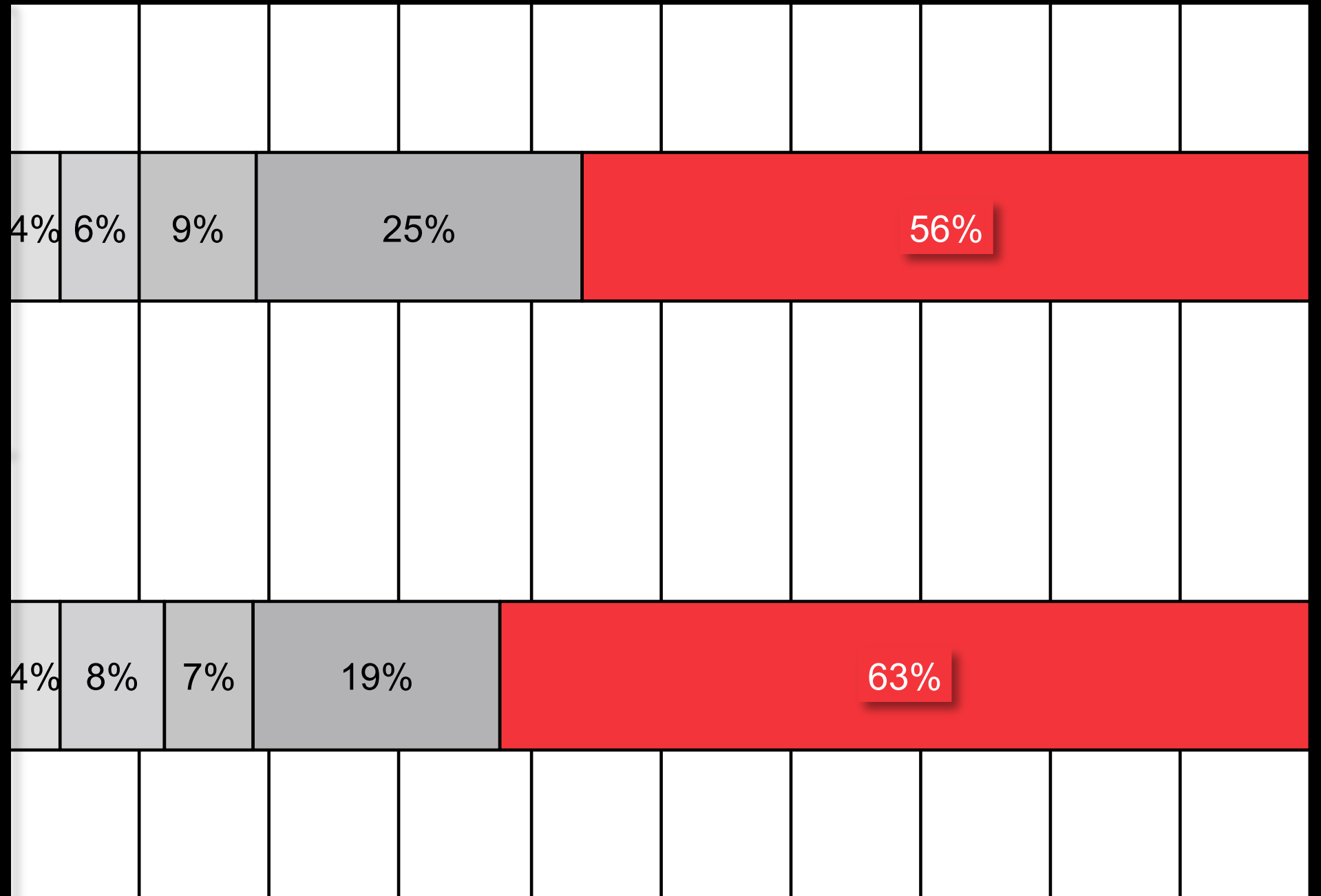
(Results posted on www.KerryShearer.com/conference)

Red Cross Survey - August, 2012

Nearly half of the general population participates in online communities or social networks, and more than half do so daily

General Pop.

Online



Source: Red Cross

□ Once a month or less □ Few times a month □ Once a week □ Few times a week ■ Every day or nearly

Social Media Reaches People Where They Are!

- ✦ **Via text on a mobile phone**
- ✦ **Through the web on a mobile smartphone**
- ✦ **On social networks, such as Facebook and Linked In**
- ✦ **On blogs and microblogs**
- ✦ **Through online video**



The Public's Expectations Are Changing

No longer are we “experts”
the sole voice of authority
 (“top-down” communication)

Social media - i.e., our friends,
colleagues and others, have
become more trusted and
influential information sources



You Must Be Part of the Conversation!

See what happens if you're not.

Case-in-point: Vaccinations

Anti-vaccination uploads
overwhelm reliable information
based on science and research

The screenshot shows a YouTube search results page for the term "Vaccinations". At the top, the YouTube logo is on the left, and a search bar contains the word "Vaccinations" with a "Search" button on the right. Below the search bar, the text "Search results for Vaccinations" is displayed, followed by "About 5,080 results". A "Search options" link is visible. Underneath, there are "Related searches" for "sherry tenpenny", "vaccines, dr tenpenny", and "tenpenny vaccines". The main content area lists several video results, each with a thumbnail, title, description, and view count. The videos include "Child Vaccinations" (10:20), "The Dangers of Vaccines - Part 1 (MMR HPV Autism Gardasil Sw..." (10:13), "Makers Of Vaccine Refuse To Take H1N1" (4:41), "The Truth About Vaccines" (9:59), "Penn and Teller on Vaccinations" (1:31), "Forced Vaccination" (8:58), and "Forced Vaccines Refused By Nurses In New York".

You Tube Vaccinations Search

Search results for **Vaccinations**
About 5,080 results

Search options

Related searches: [sherry tenpenny](#) [vaccines, dr tenpenny](#) [tenpenny vaccines](#)

Child Vaccinations
The Doctors debate: As measles make a nationwide comeback, are parents who refuse to vaccinate their children contributing to the problem? Or are ...
by [thedoctorstv](#) | 2 years ago | **35,743 views**

The Dangers of Vaccines - Part 1 (MMR HPV Autism Gardasil Sw...
Health authorities claim vaccines are safe and that they prevent infectious diseases. Yet these claims are contradicted by statistics and medical ...
by [HealthRanger7](#) | 1 year ago | **43,137 views**

Makers Of Vaccine Refuse To Take H1N1
Even scientists who helped develop the Smallpox vaccine say **THEY ARE NOT GOING TO TAKE IT AND URGE THEIR FRIENDS AND FAMILY NOT TO TAKE IT**
by [pvhs1988](#) | 1 year ago | **775,200 views**

The Truth About Vaccines
The Truth About Vaccines(.) A dedication to the many mothers and fathers who lost there babies and children as a result vaccination injection. For ...
by [crosstubes](#) | 4 years ago | **151,169 views**

Penn and Teller on Vaccinations
by [loosernumber5](#) | 3 months ago | **103,466 views**

Forced Vaccination
Parents of children not compliant with vaccinations for school in Prince George's Co., MD were given an ultimatum to come to the court house on 11 ...
by [AutismAdvocate99](#) | 3 years ago | **33,857 views**

Forced Vaccines Refused By Nurses In New York
Protest in Albany NY Tuesday September 29th. Click Here For Info. [www.meetup.com](#) This year, the New York State Health Department is requiring
by [MikeHansonArchives](#) | 1 year ago | **49,483 views**



The Latest Stats

Facebook reached

1 billion active users

this summer

600,000 are checking in

at any one time

Active users = people who log in at least monthly



The Latest Stats

Twitter reached

500,000,000

registered users

last spring



Whitney Houston's Death Feb. 11, 2012



First tweet 4:02 PM
(7 min after Houston was pronounced dead)



Third tweet 4:30 PM
(tweeted a text he received from a Houston family member)



Second tweet 4:15 PM
(niece of Tiffany, Houston's hair stylist)

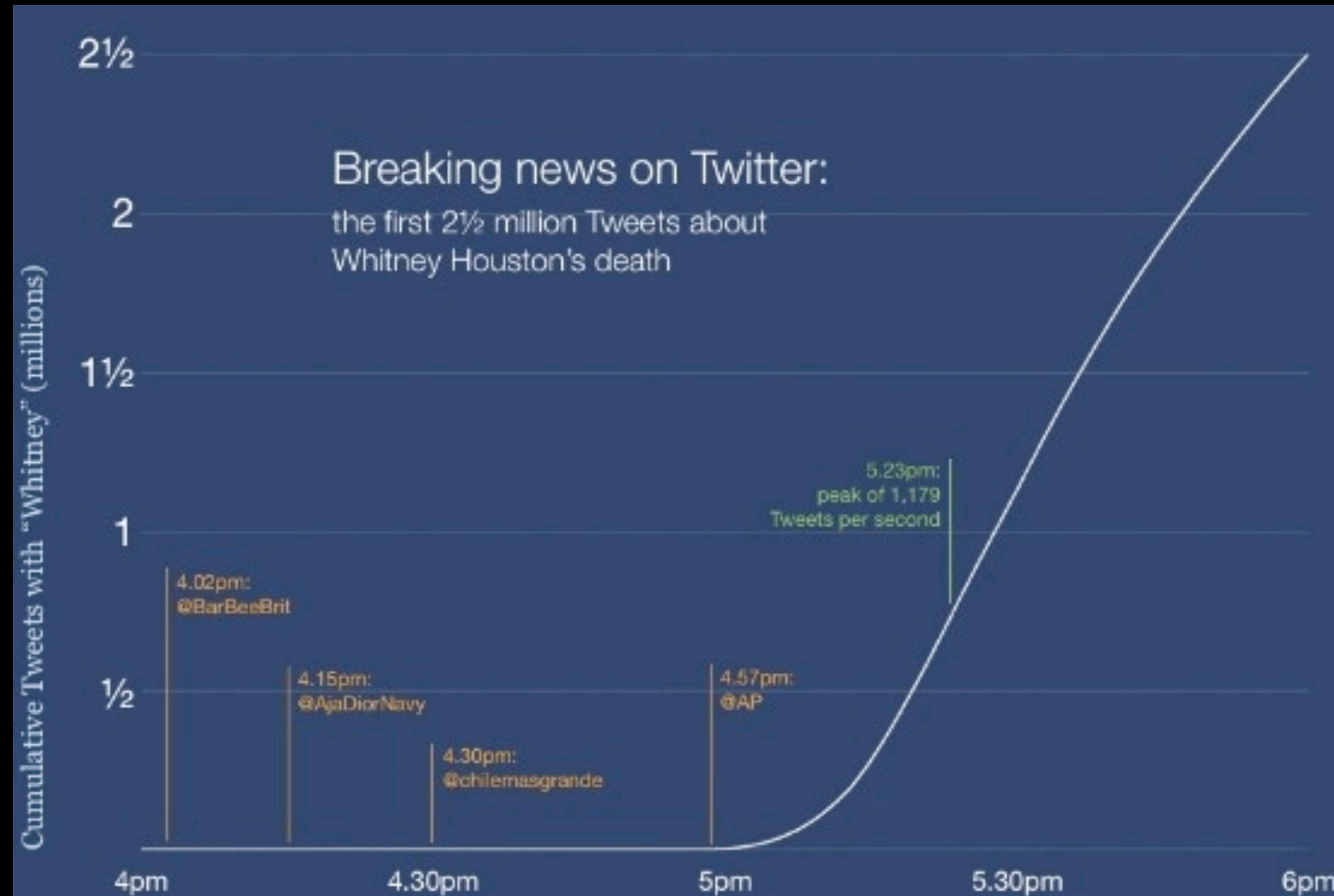


Associated Press 4:57 PM



Whitney Houston's Death Feb. 11, 2012

Tweets exploded to 2.5-million by 6 PM



VIDEO: Today Show Hosts Admit They Are Clueless About Social Media

[http://mashable.com/2012/12/27/today-anchors-
facebook-privacy-randi-zuckerberg/](http://mashable.com/2012/12/27/today-anchors-facebook-privacy-randi-zuckerberg/)



Anthony De Rosa ✓

@AntDeRosa

Follow

The fact the Today Show hosts don't understand how the Internet works isn't cute, it's poor journalism

soup.ps/WJsyL7

27 Dec 12

Reply Retweet Favorite



Pete Cataldo

@petecataldo

Follow

Reason No. 132 why media is being overrun by Social Media: in story about Facebook, TODAY Show anchors have trouble explaining Facebook. Ugh

27 Dec 12

Reply Retweet Favorite



Jay Camp

@JayCamp9

Follow

@todayshow I think its time for your anchors to join the social revolution. It scares me they seem to have no concept of social

27 Dec 12

Reply Retweet Favorite



The Latest Stats

2-billion views a day!

**24 hours of video
uploaded every minute**

**Average person spends
15 min a day on
YouTube**

YouTube

Search Browse Movies Upload Create Account Sign In

LakeCoPublicHealth's Channel [Subscribe](#) All Uploads Favorites

Lake County Medical Reserve Corps

From: LakeCoPublicHealth | Jul 28, 2011 | 281 views

Lake County Medical Reserve Corps volunteers help during health-related emergencies and disasters. Find out what they do, and how you too can make a difference!

[View comments, related videos, and more](#)

Uploads (4)

- Lake County Medical Reserve Corps**
281 views - 1 month ago
- Flu-Spanish-Final-WMV-2010Sep8.wmv**
23 views - 10 months ago
- Flu-Eng--2010Jul29.wmv**
40 views - 10 months ago

Favorites (0)

**More video is uploaded in
60 days than the 3 major
US networks created in 60
years!**



What's NEW!

Image sharing, bulletin board style!

Pinterest

Users 80% female/20% male

1-billion monthly page views

Grew 4,000% in one year!



What's **NEW!**

Vine is a Twitter product

Shoot and share 6-second looping videos. (That is not a typo!)

Share to Vine, Twitter and Facebook



How Has Social Media Transformed Newsgathering?

The “News Cycle” is DEAD

- ✦ **In the world of the Internet, there is no news cycle. It is continuous.**
- ✦ **Communicators are expected to respond immediately to feed the demand for information.**



Sacramento County Public Health news conference - H1N1



Newspapers Are Revamping!

- (May 30, 2012) -- The Chicago Sun-Times announced the appointment of a new managing editor and a reorganization of newsroom personnel as it shifts its emphasis to digital news distribution.

"We are no longer a newspaper company," Sun-Times Media Holdings LLC Editor-in-chief Jim Kirk said in a memo to staff. "We are a technology company that happens to publish a newspaper. We deliver content. And we will deliver content on many platforms and in ways that we haven't yet fully considered."

Where Americans Get Their News

- ✦ **The Internet is closing in on TV as Americans' main source of national & international news**
- ✦ **41% of adults say they get most of their news from the Internet**
- ✦ **65% of adults ages 18-29 say they get most of their news from the Internet**
- ✦ **TV as a news source is down to 66% from 74% three years ago**



Newsrooms Have Changed!

- ✦ **Newsrooms have downsized. Average are 30% smaller than in 2000.**
- ✦ **Many TV stations hiring “all-in-one” reporters who shoot, report, edit and upload stories**
- ✦ **Stations now have online producers for their social media spaces**
- ✦ **Assignment editors incorporate social media into the days’ story planning to get the information out even faster**



Mobile Newsgathering Over Cellular

TVu Pack bonds multiple cellular broadband sources together to feed video over 3G and 4G cellular, WiFi and Ethernet



Verizon Mi-Fi



TVu Broadband Backpack

Brandon Mercer: How Twitter Affects Newsgathering

Next: Brandon Mercer, News Director, KTXL-40,
Sacramento

How Twitter Affects News Gathering
(Video available on www.KerryShearer.com)

Social Media Reports the News

San Bruno Gas Explosion: social media communicated news of the disaster, photos, video, and was used as a news source by the media



Anzio Williams, News Director, KCRA-TV 3

NEXT:

San Bruno Gas Explosion

Anzio Williams, News Director, KCRA-TV 3

Explains how social media was used for explosion coverage

(Video available on www.KerryShearer.com)

Jason Montiel, Managing Editor, KCRA.com

Discusses use of Facebook; Roseville Galleria Mall fire

NEXT:

**Use of Facebook and streaming video in
Roseville, CA Galleria mall fire**

Jason Montiel, Managing Editor, KCRA.com

How reporters used New Media tools in covering a large fire

(Video available on www.KerryShearer.com)

Source: Kerry Shearer interview of Jason Montiel

Links to social media info
Blog posts
Sign up for free tips

Social Media in Hurricane Sandy



Just as Hurricane Sandy was beginning to strike, Kerry Shearer interviewed Philadelphia Public Health Logistics Manager James Garrow via iPhone about the use of social media in response to the hurricane.

Low-Cost, No-Cost Production Music Helps Set the Scene for your Video or Presentation

It's easy to get started shooting and editing video for your web site or for use in presentations. But after you complete the initial edit, you realize there's something missing. What is it? It's MUSIC! The right music bed for your video can do many things. [Read more](#)



Social Media Savvy: Getting Started With Video to Effectively Communicate



Canon Vixia XA10

Web video is exploding in popularity, with over 800 million unique visitors watching over 4-billion hours of video each month on YouTube alone! And with more agencies and organizations participating in social media spaces like Facebook and Twitter, it's important to realize that videos get more clicks and "shares" from users

than plain old text-based content alone. [Read more](#)

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Kerry on Twitter

Facebook To Start Super-Sizing Link Previews In News Feed - AllFacebook <http://t.co/Ywkz0qPh> #CAPIO #smcsac #NPHIC about 18 hours ago

Low-cost, no-cost production music helps set the scene for your video or presentation <http://t.co/QEGPSFWm> #CAPIO #NPHIC #Webvideo about 21 hours ago

Thanks, Mel. I couldn't have said it better myself. #goldenglobes <http://t.co/h0eFBhty> about 3 days ago

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