



Social Media Newsdays

KATHERINE BLAIR, LEEDSTRINITY UNIVERSITY

@CANADIANKATH

Leeds Trinity Newsdays

- ▶ 15 days/year to meet BJTC requirements
- ▶ UG: level 5: 3 weeks of BCB (radio), 3 weeks of Yorkshire Voice (TV) after Easter (in lieu of 6 week placement)
- ▶ PG: do the same + 1 week Journalism Week + 1 week MOJO week
- ▶ UG: level 6: 1 week Journalism Week, 10 days Social Media/TV Newsdays, 4 days radio

Industry skills

- ▶ Content creation for social media is a key skill for graduates
- ▶ Take a look at TicToc, Bloomberg's 24/7 news channel launched Dec 2017 on Twitter which combines a video livestream with a Twitter stream.
<http://bit.ly/2xG8l67>

TicToc

The screenshot shows the Twitter profile for TicToc by Bloomberg (@tictoc). The profile header includes the navigation bar (Home, Moments, Notifications, Messages), a search bar, and a 'Tweet' button. The profile picture is a green circle with a white diagonal line and the letters 'T' and 'T' on either side. The bio reads: "24/7 news. Streaming LIVE on [Twitter icon]". Below the bio, statistics are shown: 43K Tweets, 744 Following, 251K Followers, 480 Likes, 9 Lists, and 656 Moments. A 'Following' button is visible. The main content area features a pinned tweet from TicToc by Bloomberg (@tictoc) from 52 minutes ago, stating: "LATEST UPDATE: Microsoft announced it will buy coding site GitHub. Also, the box-office crash of 'Solo: A Star Wars Story' could hand Disney the first 'Star Wars' loss. Follow along with #tictocnews". The tweet includes a video player with a thumbnail showing the Microsoft logo and the text "This hour on @TicToc Microsoft agrees to acquire GitHub". The video has 8:27 duration and 5K viewers. To the right of the tweet, there is a 'Who to follow' section with suggestions for Bloomberg Technology, Emily Chang (@emilych...), and Bloomberg Markets (@...). Below that is a 'Trends for you' section with hashtags #MondayMotivation, #WorldCup, and #DevonDay. The left sidebar of the profile shows the account name, bio, website (live.twitter.com/tictoc), location (View broadcasts), and join date (February 2011). It also includes a 'Tweet to TicToc by Bloomberg' button, a section for '16 Followers you know' with profile pictures, and a link to '35.1K Photos and videos'.

Newsdays

- ▶ We've incorporated a specific role for social media/website for radio & TV newsdays
- ▶ Experiment this year with level 6 (mix of broadcast journalism students and journalism/sports journalism students)
- ▶ Format: prep day + newsday x 5
- ▶ 1 day Facebook + Facebook Live
- ▶ 1 day Instagram + Instagram Live
- ▶ 1 day Twitter + Periscope

Management

- ▶ Producer would 'schedule' packages & lives to ensure even spread across the day
- ▶ News editor would bring in news on the day and coordinate coverage
- ▶ Rest were reporters

Newsdays

- ▶ All outward facing platforms & website
- ▶ TV programmes and radio bulletins live-streamed to our website and facebook



YORKSHIRE VOICE

HOME ABOUT NEWS FEATURES SPORT TV ARCHIVE



YV Programme 25th May

MAY 25, 2018 TV ARCHIVE COMMENTS OFF ON YV PROGRAMME 25TH MAY

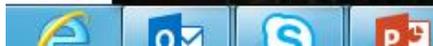


LEEDS NEWS

NEWS

FEATURES

SPORT



Newsdays video



What we learned

- ▶ Facebook was the easiest to navigate
- ▶ Instagram – max. 1:00 packages
- ▶ How to navigate the portrait/landscape debate
- ▶ Navigating editing on premier and dealing with synch issues
- ▶ Students as social media natives didn't need to be taught to package, it was instinctive (unlike TV packaging)

Newsdays

- ▶ Benefits:
- ▶ Students left with a broader range of skills
- ▶ After concentrating on one social media platform for each newsday, it was easier to add these to our more traditional TV newsdays
- ▶ Students worked out problems as they arose:
- ▶ Created watermark
- ▶ Created a font and style to go across all packages
- ▶ Came up with the idea of spacing out lives and packages across the newsday