

## **6 Web sites journalists should check regularly**

### **Mashable** The Social Media Guide

mashable.com

Trends and tips. Follow Mashable on twitter, rss feeds, e-mail or facebook

### **TechCrunch**

techcrunch.com

TechCrunch is a network of technology-focused sites offering a wide range of content and new media.



[http://www.chicagotribune.com/about/chi-chicago-tribune-twitter-users\\_0\\_6082714.htmlstory](http://www.chicagotribune.com/about/chi-chicago-tribune-twitter-users_0_6082714.htmlstory)

Chicago Tribune embraced twitter early. This page shows you its many official and affiliated twitter users. Getting the word out means the public can find them.

### **Muck Rack**

muckrack.com

A collection of journalists on Twitter. Organized by beat or employer, these Tweets are worth following to see what other journalists are talking about.



blog.twitter.com

Inside info about Twitter and Web developments.



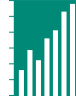
See what's happening — right now

[Advanced Search](#)

Search

search.twitter.com

The most powerful search engine on Twitter. Use the 'advanced search' tool to find local sources.



## **Social media and journalists**

2009 Journalist Survey on Media Relations Practices Executive Summary – new study available for download at [www.tekgroup.com](http://www.tekgroup.com)

Writing for the Web – how users read Web articles  
<http://m.odul.us/blog/2009/2/8/web-writing-for-communicators.html>

The Journalist's Guide to Twitter  
<http://mashable.com/2009/05/14/twitter-journalism/>

Twitter enhances reporting – crowd sourcing, get suggestions, tips  
Twitter tools  
Tracking tweets

Everything I Need to Know About Twitter I Learned in J School, by Ann Handley, Editor in Chief of MarketingProfs.  
<http://mashable.com/2009/06/05/twitter-journalism-school/>

Make every word count.  
Keep it simple.  
Provide context.  
Lead with the good stuff.  
Write killer headlines.  
Graphics expand the story.  
People make things interesting.  
Consider your audience.

Social Journalism: Past, Present and Future  
<http://mashable.com/2009/04/07/social-journalism/>

The journalist's guide to Facebook  
<http://mashable.com/2009/08/03/facebook-journalism/>

Finding leads, finding sources, reaching audiences.  
Community is a two-way street.  
Ethics: Importance of getting the facts

10 ways journalism schools are teaching social media  
<http://mashable.com/2009/06/19/teaching-social-media/>

Promoting  
interviewing  
News gathering, research  
Crowd sourcing and building a source list  
Publishing with social tools  
Blog, Social Media and Web site integration

Personal Brand  
Ethics: Above all, you're still a journalist  
Experiment, experiment, experiment