

AUDIENCE ENGAGEMENT **THAT MATTERS**

Ren LaForme / @itsren / ren@poynter.org

**Let's get to know
each other**



MONTH

DAY

YEAR

HOUR

MIN

MAY

18

2004

AM

PM

10

07

DESTINATION TIME

MONTH

DAY

YEAR

HOUR

MIN

MAY

18

2017

AM

PM

10

07

PRESENT TIME

MONTH

DAY

YEAR

HOUR

MIN

SEP

23

1987

AM

PM

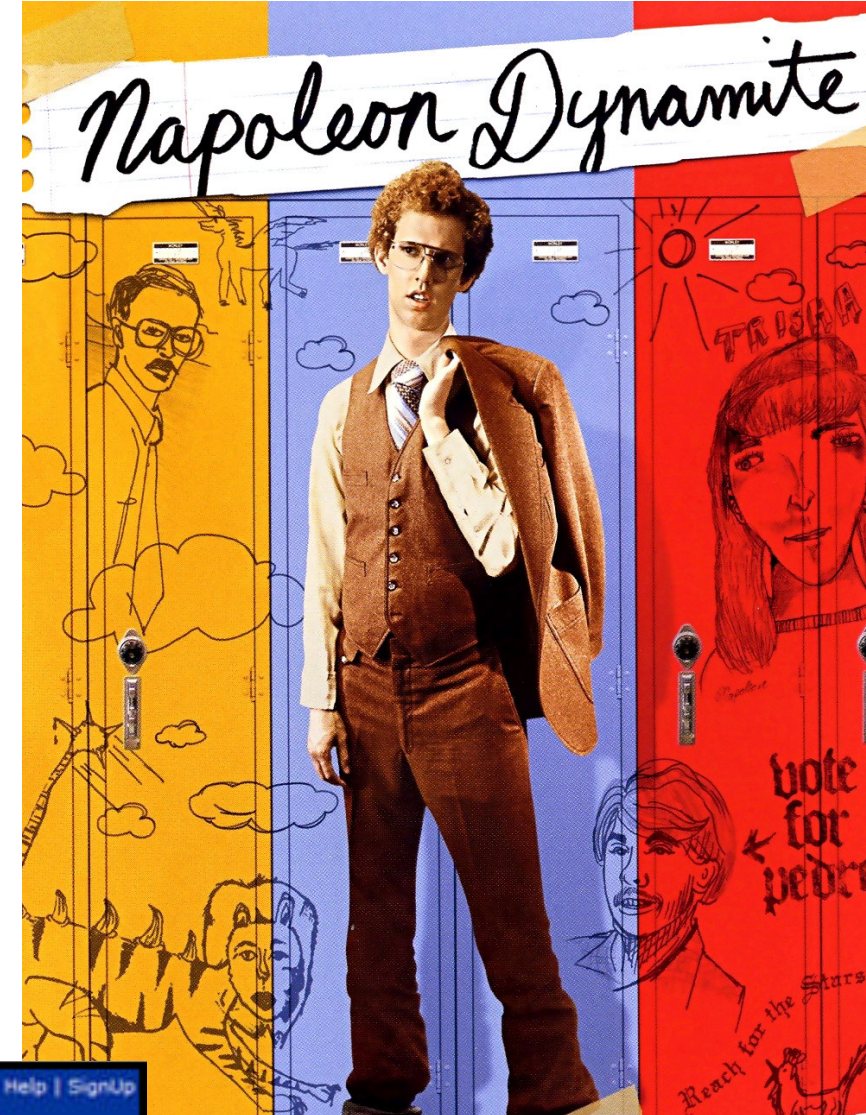
09

23

LAST TIME DEPARTED

What did your job look like in

2004



MySpace.com | Home The Web MySpace Search Help | SignUp

myspace a place for friends

LE DISC SPEAKERPHONE Self TIMER 49 Verizon

Home | Browse | Search | Invite | Mail | Blog | Favorites | Forum | Groups | Events | Games | Music | Classifieds | SignUp

Cool New People
Jen Craig

Featured Profile
VOTE NOW!
WHO GETS TO MEET CAMERON?

Member Login
E-Mail:
Password:
 Remember my E-mail

[Forgot your password?](#)

MySpace Music [more music]

One of the Loudest Tragedies Ever Heard
Indie / Rock / Experimental
Los Angeles, CA
Their band name's silly, but their music's brash and refreshing. The brainchild of producer/emoer Johnny Fisher, the Tragedies have quickly gone from a fun project to a bona fide indie rock band.
[Listen Now](#)

MySpace Specials

GOGOL BORDELLO
Start Wearing Purple
EXCLUSIVE
NYC's Gogol Bordello mix Gypsy punk & Slavic stomp with a touch of metal and dubwise sound effects. Check out their video "Start Wearing Purple" from their album Gypsy Punks Underdog Workstomp.
[Check It Out Now!](#)

Alpine Ascents Climbing School
America's climbing school and guide service. International expeditions to the world's...
www.alpineascents.com

RMI Climbing School
Rainier Mountaineering, Inc. Offers instructional programs for all aspects of...
www.rmi.com

Mountain Madness Alpine Climbing School
Mountain Madness teaches all the skill levels for all the types of climbing, including...
www.mountainmadness.com

Get Started On MySpace!
Join for free, and view profiles, connect with others, blog, rank

Create Your Profile!
Tell us about yourself, upload your pictures, and start adding

Browse Through Profiles!
Read through millions of profiles on MySpace! See pic,

Invite Your Friends!
Invite your friends, and as they invite their friends your network

[thefacebook]
login register about

Welcome to Thefacebook!

[Welcome to Thefacebook]

Thefacebook is an online directory that connects people through social networks at colleges.

We have opened up Thefacebook for popular consumption at **Harvard University**.

You can use Thefacebook to:

- Search for people at your school
- Find out who are in your classes
- Look up your friends' friends
- See a visualization of your social network

To get started, click below to register. If you have already registered, you can log in.


[about](#) [contact](#) [faq](#) [terms](#) [privacy](#)
a Mark Zuckerberg production
Thefacebook © 2004

Browser window: (3) Poynter - Home | Secure | https://www.facebook.com/Poynter/ | Ren

Facebook navigation bar: Poynter | Home 20+ | Settings | Help

Page navigation: Page | Inbox | Notifications 1 | Insights | Publishing Tools

Profile Card: Poynter | @Poynter | Home | About | Events | Posts | Photos | Likes | Jobs | Videos | Services | Groups | Notes | Offers | Boost

Main Content Area:  | Liked | Following | Share | Sign Up

Post Creation: Write something... | Share a photo or video | Advertise your business | Start a Live Video | Get messages | Create an event | Create an offer | Publish a job post | Write a note

Page Info: Media/News Company

Page Tips: Know Friends Who Might Like Your Page? | Easily Manage Your Page From Anywhere | Reply to Messages Automatically

Activity Feed: Lindsey 'Bass' Bassett likes Avery Elizabeth's post. | Nate LaFrance likes Sam Avery's post. | Frank Shala likes Heidi Jasper's post.

YOUR PAGES: Poynter (9+) | Tampa Bay Media & Digital (3) | Remembering Bob D... (9+)

CONTACTS: Keeley Sheehan LaFor... (1h) | Taylor Gaudens | Sara DiNatale | Christopher Spata | Valerie Niager | Michael Moore Jr. | Stace Pitcher | Tara McCarty (18m) | Andy Hayslip (1m)

Search bar: Search | Settings | Post icon

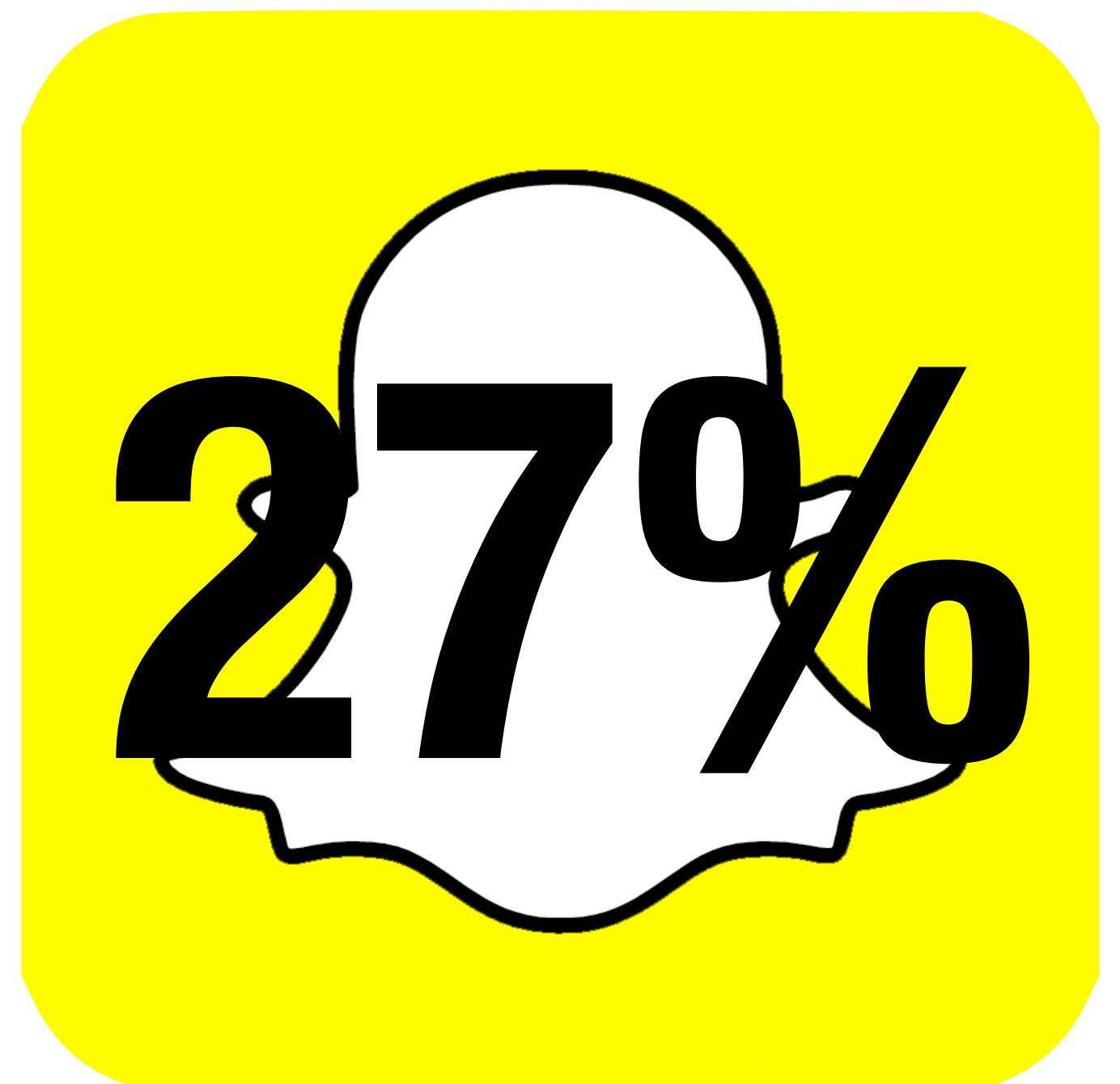
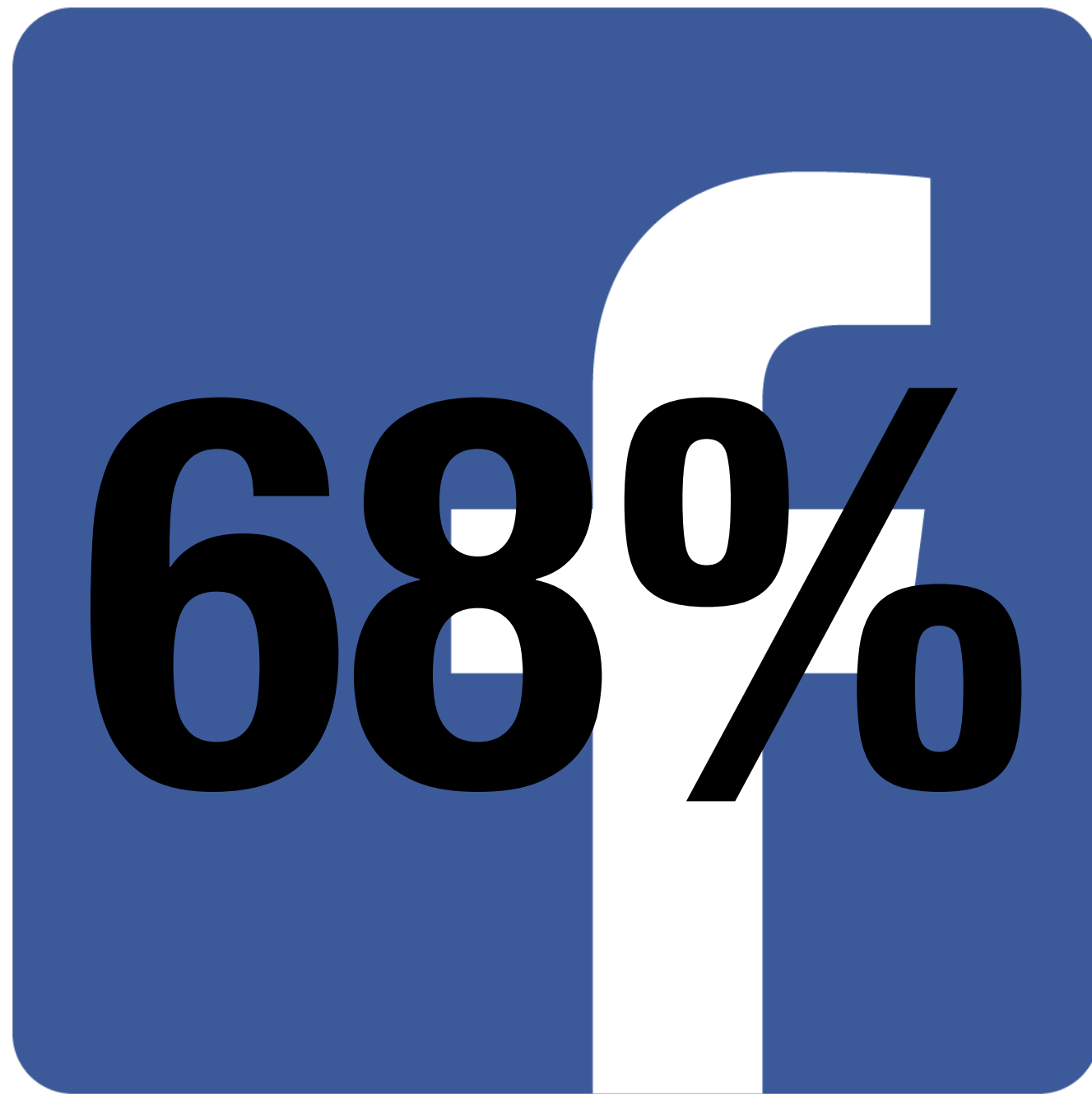
I DON'T WANT TO READ THE COMMENTS



BECAUSE THEY'LL BE MEAN

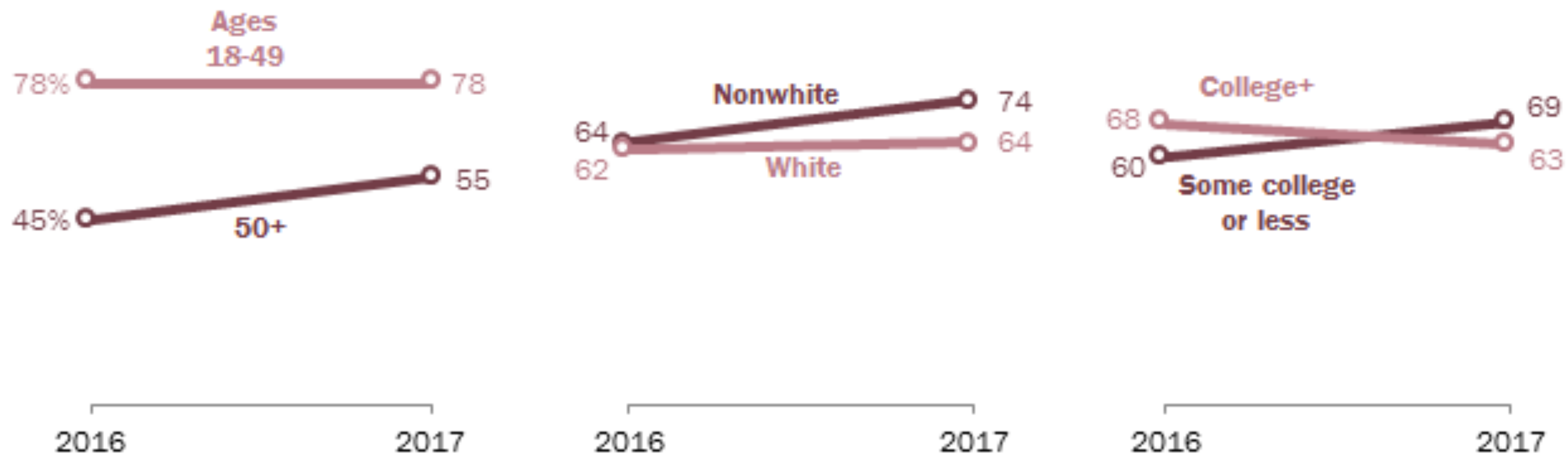
OK. Let's go back to

2018



Social media news use increases among older, nonwhite and less educated Americans

% of U.S. adults who get news from social media sites ...



Note: Nonwhite includes all race and ethnic groups other than non-Hispanic whites.

Source: Survey conducted Aug. 8-21, 2017.

"News Use Across Social Media Platforms 2017"

PEW RESEARCH CENTER

APR
2017

GLOBAL DIGITAL SNAPSHOT

THE LATEST NUMBERS FOR INTERNET, SOCIAL MEDIA, AND MOBILE USAGE AROUND THE WORLD

TOTAL
POPULATION



7.497
BILLION

URBANISATION:
54%

INTERNET
USERS



3.811
BILLION

PENETRATION:
51%

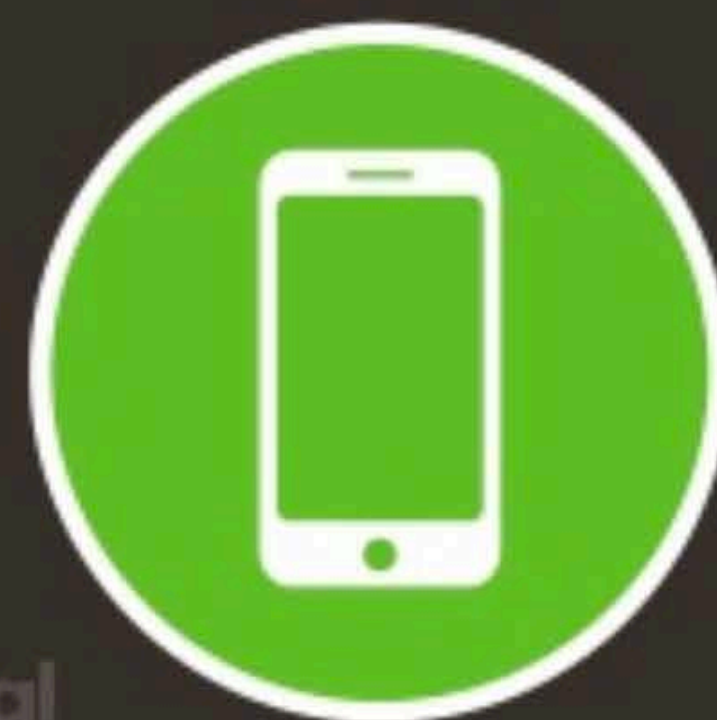
ACTIVE SOCIAL
MEDIA USERS



2.907
BILLION

PENETRATION:
39%

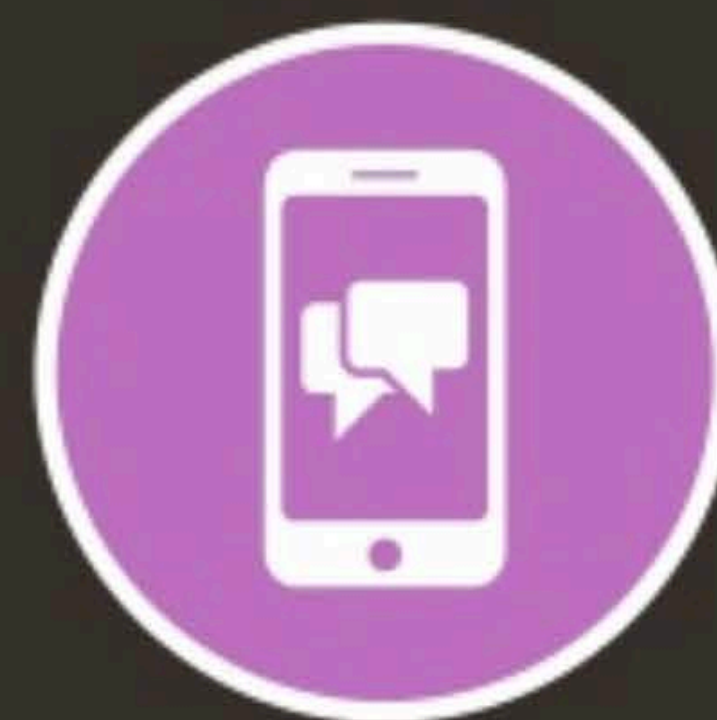
UNIQUE
MOBILE USERS



4.960
BILLION

PENETRATION:
66%

ACTIVE MOBILE
SOCIAL USERS



2.698
BILLION

PENETRATION:
36%

we
are
social



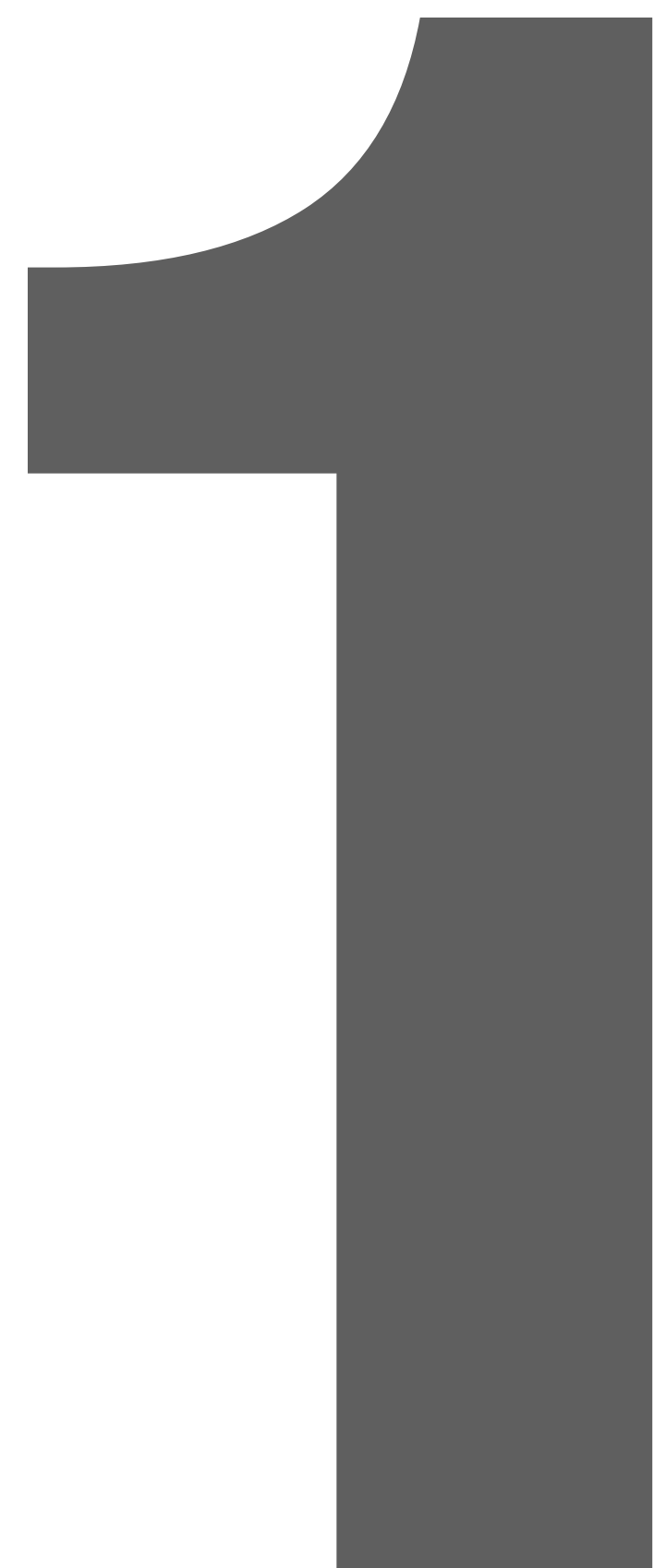
we
are
social



SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AG-HAEI; CAFEBAZAAR.IR; SIMILAR WEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

5

**THINGS YOU NEED
TO KNOW ABOUT
AUDIENCE
ENGAGEMENT**

A large, bold, grey number '1' is positioned on the left side of the slide, serving as a list item marker.

Know what audience engagement is, and that you're probably already doing it in some fashion.

AUDIENCE ENGAGEMENT IS:

A process in which you invite your audience to connect, often through some type of planned involvement.

AUDIENCE ENGAGEMENT IS:

Connecting your cool stuff to people who are interested in your cool stuff, and listening to what other cool stuff they might want.

AUDIENCE ENGAGEMENT IS:

Building a partnership with your audience.

AUDIENCE ENGAGEMENT IS:

Building a relationship with your audience.

**When you see
“AUDIENCE
ENGAGEMENT”
you should think:**


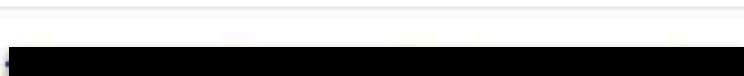
LOYALTY

AUDIENCE ENGAGEMENT ISN'T:


Using social media solely a vessel
for self-promotion.


 shared  post. 
May 2 at 9:32am

Check out my article let me know your thoughts


  Like Page
May 2 at 9:24am

This last weekend has sealed the fate of the Training Staff in New York. In my opinion, it is time for them to be fired every last one of them. This has been going on for 3 years now and has failed to get better. This season already the Mets have 8 players on the disabled list. Ceseptes, Duda, Flores, Lugo, Matz, Nimmo, Wright and the latest Syndergaard are all very important players on the team. [231 more words]

-training-staff-time-to-go/



New York Mets Training Staff: Time to Go
With the latest injury to Mets Pitcher Noah Syndergaard it is time for someone to take responsibility for this. Too many players on the Mets are injured.



 Like  Share

1 share

**DON'T
BE
THIS
GUY**

5:32

There is no “ratio”

Just make sure to:

Share interesting and related topics from others

 **Ren LaForme**  @itsren · Jun 7 

Yikes.



A Facebook bug changed the privacy settings for 14 million users wit...
A new software bug is Facebook's latest self-inflicted privacy headache.
[recode.net](https://www.recode.net)

  1  

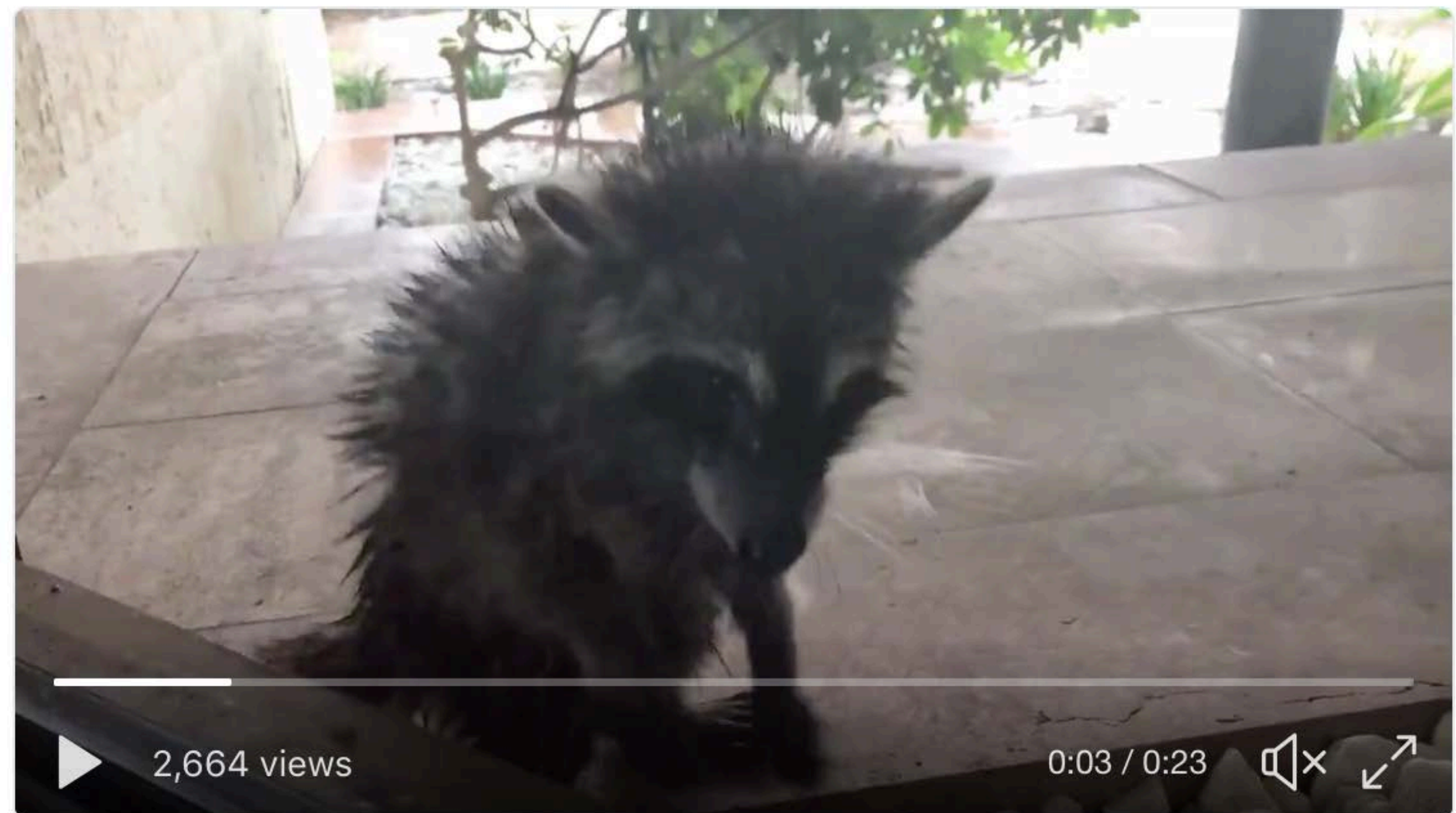
Occasionally
post something
personal or off-
topic to show
you're not an
automaton



Poynter ✓
@Poynter

Following

It's been a rainy day here @Poynter. So rainy, in fact, that this little guy took refuge in our courtyard. The staff named him Stormy. (📹 by @vanyailiev)

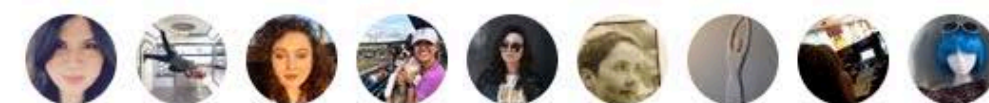


2,664 views

0:03 / 0:23

12:04 PM - 20 Jun 2018

12 Retweets 73 Likes



4

12

73





Tim Franklin @TimAFranklin · 1 May 2017

#Poynter's @KristenHare looks at how @WisWatch blossomed as a local, digital investigative powerhouse. poynter.org/2017/how-a-wis... via @poynter



How a Wisconsin couple grew an idea from a base...

Before the furloughs and the layoffs, before the buyouts and the nationwide shift to digital news, before the shrinking of local American newsrooms

poynter.org



Tim Franklin @TimAFranklin · 30 Apr 2017

CNN President Jeff Zucker calls Fox News "state-run TV" in New Yorker interview, @BenMullin writes. poynter.org/2017/jeff-zuck... via @poynter



Tim Franklin @TimAFranklin · 30 Apr 2017

#Poynter's @BenMullin lists the best jokes from Hasan Minhaj at the White House Correspondents' dinner. poynter.org/2017/here-are-... via @poynter



Here are Hasan Minhaj's 27 best jokes from the Wh...

The clapping had barely subsided before comedian Hasan Minhaj cracked a joke about the elephant not in the room — President Donald Trump.

poynter.org



Tim Franklin @TimAFranklin · 28 Apr 2017

New York Times journalists immediately begin subtweeting Bret Stephens'

Peek at your
account
every now
and then to
see if you
look
spammy

AUDIENCE ENGAGEMENT ISN'T:

Ignoring the wisdom of the crowd.

PRE-PUBLICATION



reporting, writing, editing, then
moving on to the next project

Journalist



POST-PUBLICATION



untapped potential

User

untapped potential



consuming, reacting, sharing



Hannah Wise

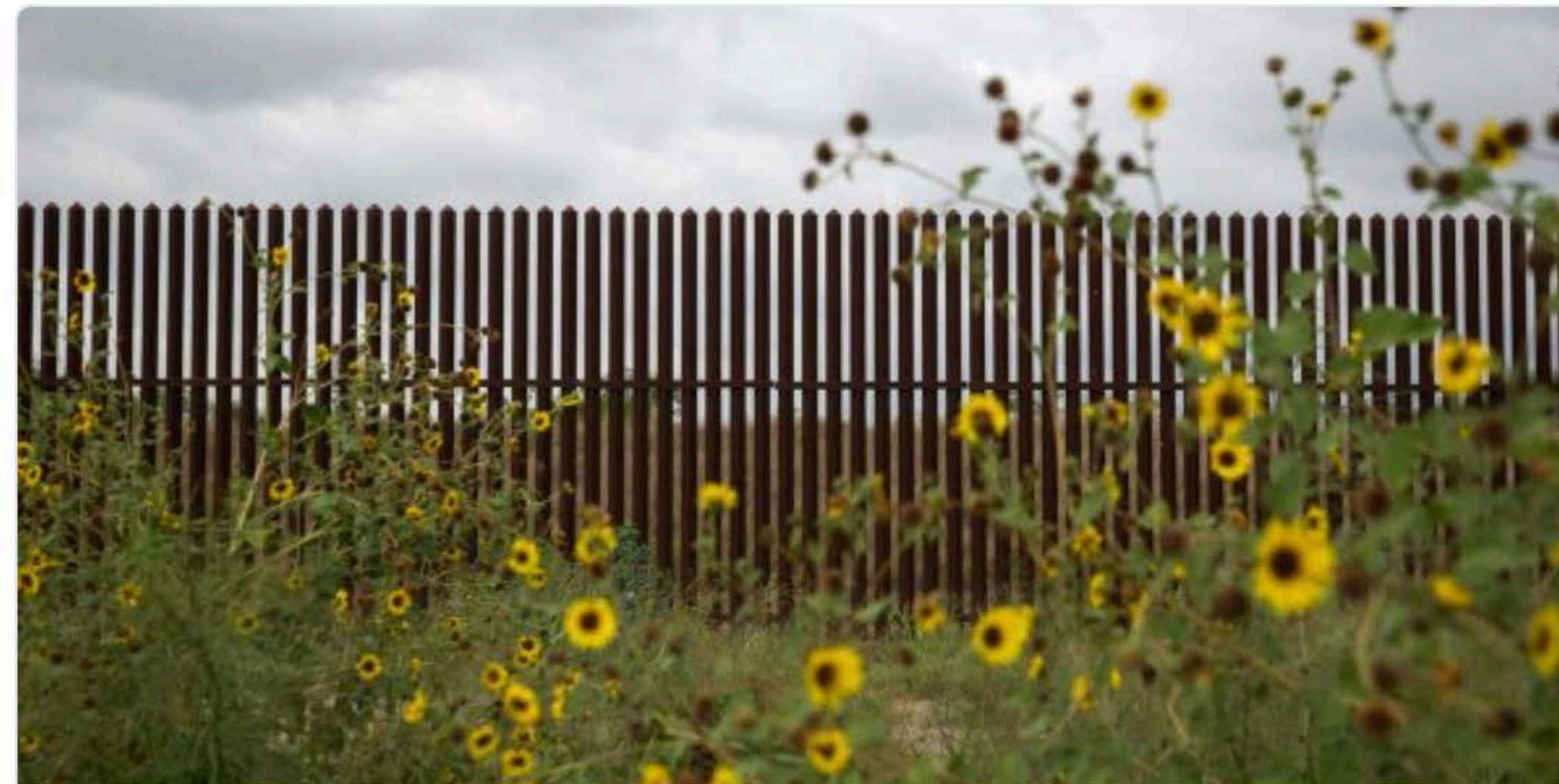
@hwise29

Following



Our @dallasnews #CuriousTexas project launched a new edition today to answer your questions about migration between the U.S. and Mexico and life on the border.

Tell us what you want to know and a reporter may be assigned to the story:



Tell us: What do you wonder about migration between the U.S. and Mexico a...

The U.S.-Mexico border is an inseparable part of life in Texas. From migration and immigration to trade and culture, Texas and Mexico are tied...

dallasnews.com

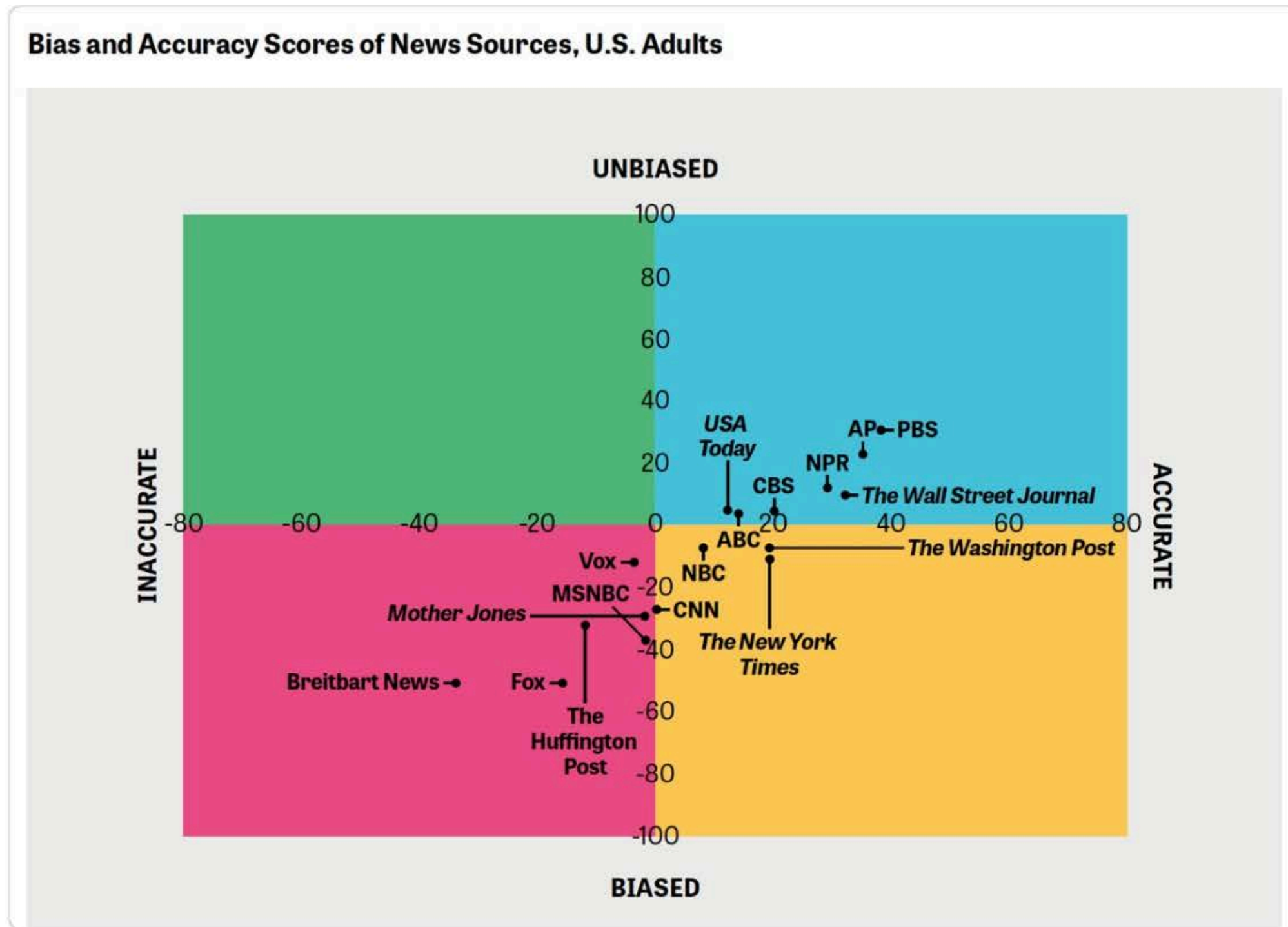
AUDIENCE ENGAGEMENT ISN'T:

Shouting into the void and seeing
who responds.

Poynter 
@Poynter

Following 

Americans believe two-thirds of news on social media is misinformation
poynter.org/news/americans ...



10:46 AM - 21 Jun 2018

33 Retweets 18 Likes

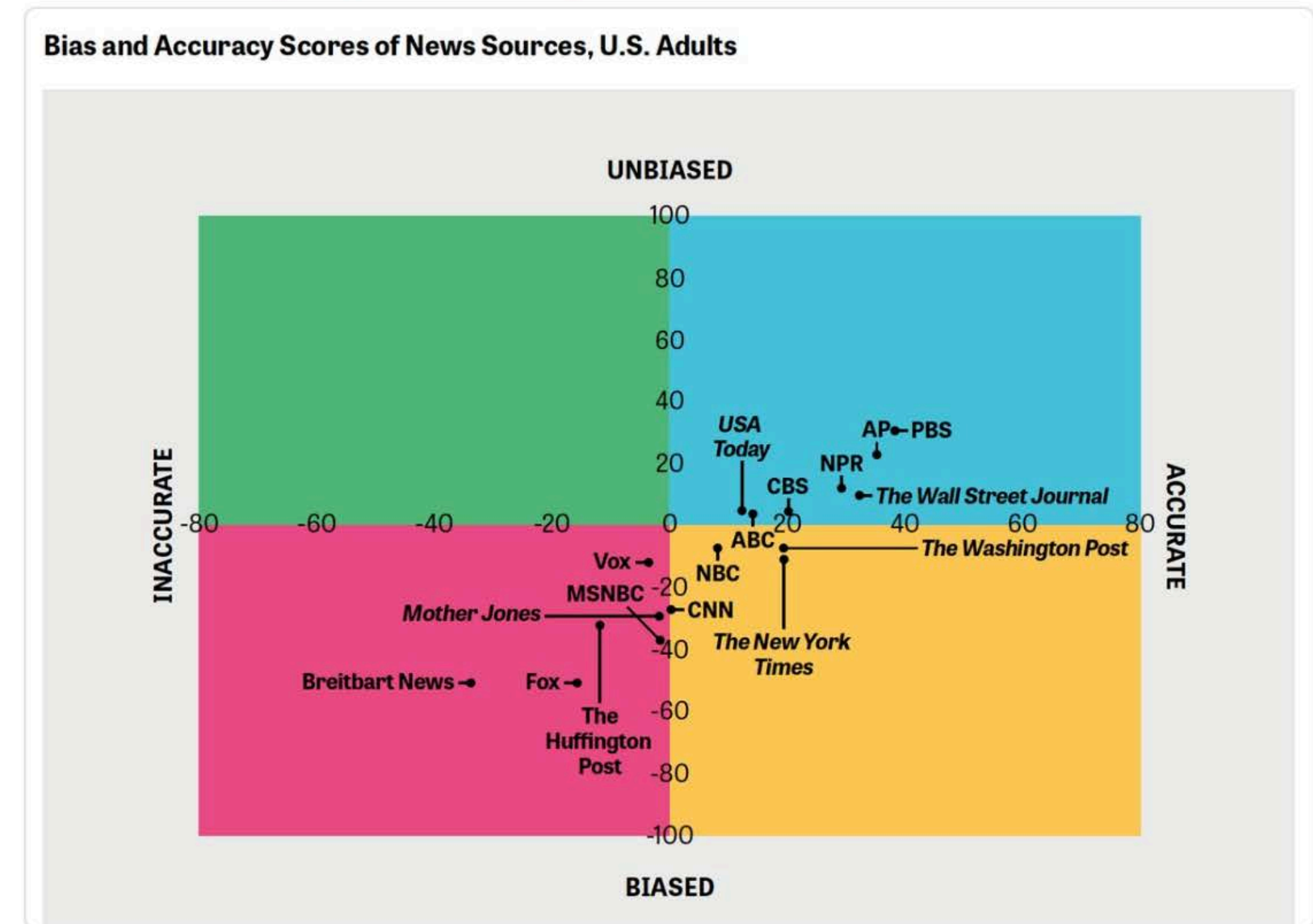


  33  18 

Poynter 
@Poynter

Following 

Across the political spectrum, Americans rated PBS, the Associated Press and NPR as the least biased and most accurate news sources
poynter.org/news/americans ...



3:09 PM - 21 Jun 2018

70 Retweets 53 Likes



 3  70  53 



A large, bold, grey number '2' is positioned on the left side of the slide. It has a thick, rounded top and a horizontal base.

Know your
audience

DO YOU KNOW YOUR AUDIENCE'S:

Average age?

Average income?

Gender breakdown?

Career level?

Primary means of engaging with your content?

Which social networks are they active on and what are they looking for there?

You can't build a relationship with
someone you don't know.

DO YOU KNOW YOUR COMPETITORS?

Get to know 'em fast with a tool like CrowdTangle.

DO YOU KNOW YOUR COMPETITORS?

The screenshot displays a social media dashboard interface. At the top, there is a navigation bar with a logo 'ct' on the left and menu items 'DASHBOARDS', 'LIVE DISPLAYS', and 'INTELLIGENCE' in the center. On the right side of the navigation bar are icons for settings, a lightbulb, and a profile picture.

The main content area is divided into a left sidebar and a central feed. The sidebar contains several sections: 'Notifications' with an envelope icon, 'Explore' with a hamburger menu icon, and 'Lists' with a dropdown arrow. Under 'Lists', there is a '+ Create List' button and a list of 'PAGES' including 'All Page Lists', 'College Newspapers', 'Fact-checking organizatio...', 'Fake news-hyperpartisan L...', 'General U.S. News', 'Italian politicians', 'Journalism News', 'Journalism Schools', 'Late Night Shows', 'Media', 'Media News' (which is selected with a blue dot), 'NewsU', 'NewsU Only', 'Norwegian political leade...', 'Poynter Only', and 'Verified Journalists'. Below the lists are 'Saved Searches' and 'Saved Posts' sections, and at the bottom, a 'Weights' section with a row of colored icons.

The central feed is titled 'Media News' and shows a list of 15 Facebook pages. A search bar is present with the text 'Search this list for any of these words or phrases'. Below the search bar are tabs for 'Posts', 'Leaderboard', 'Notifications', and 'Manage'. The 'Posts' tab is active, showing a list of posts. The first post is from 'Nieman Journalism Lab' and is highlighted with a '1.2x' multiplier. A dropdown menu is open over this post, listing sorting options: 'Overperforming', 'Underperforming', 'Total Interactions', 'Interaction Rate', and 'Most Recent'. The post text reads: 'These are the three types of bias that explain all the fake news, pseudoscience, and other junk in your News Feed <https://nie.mn/2tdZWSG/>'. The post includes a thumbnail image and engagement metrics: 1.2x, 10 +4, 0 -1, and 13 +11. The second post is from the 'Society of Professional Journalists' and is partially visible.

3

Move audiences
through the
engagement funnel.

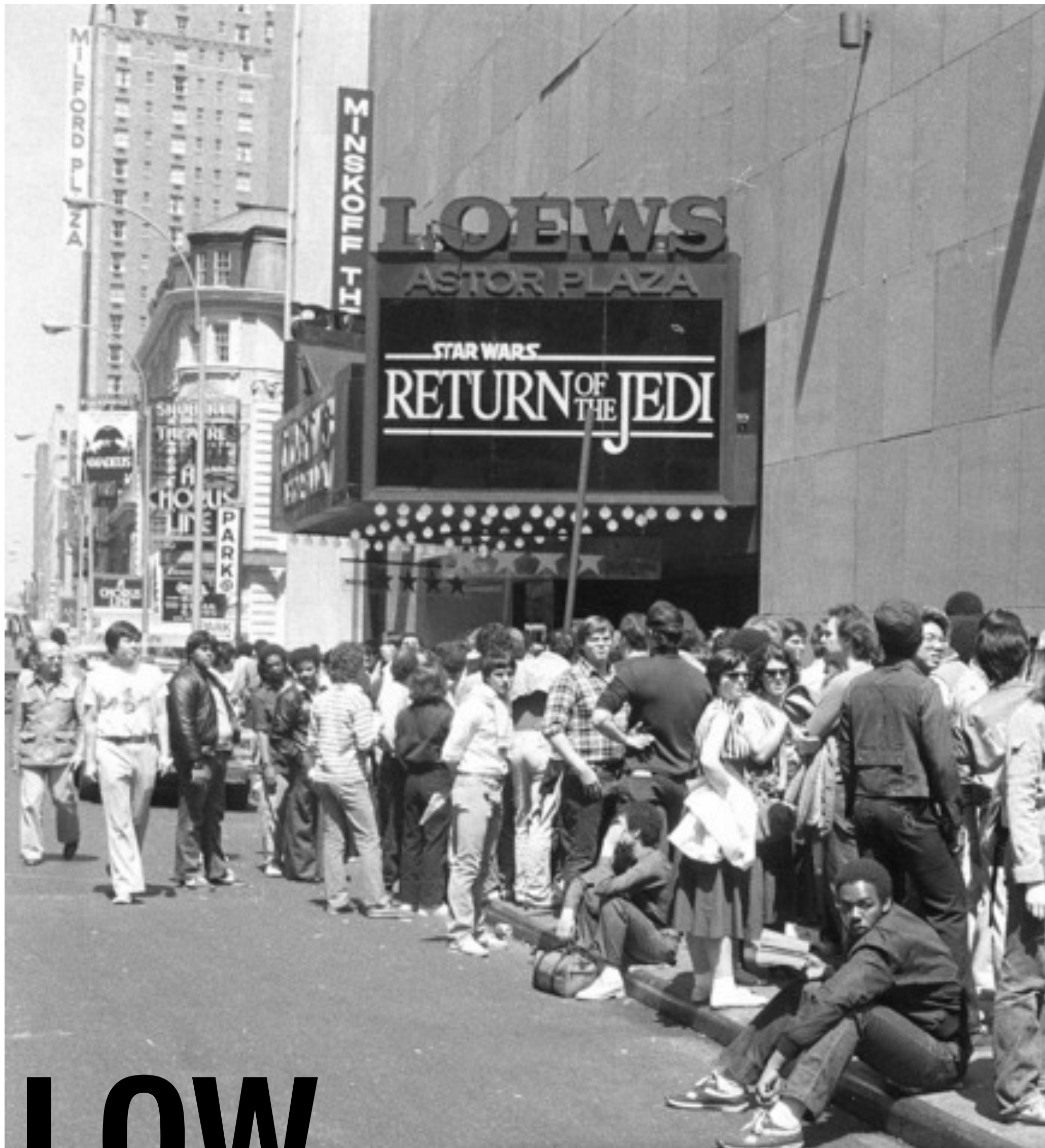


LOW LEVEL

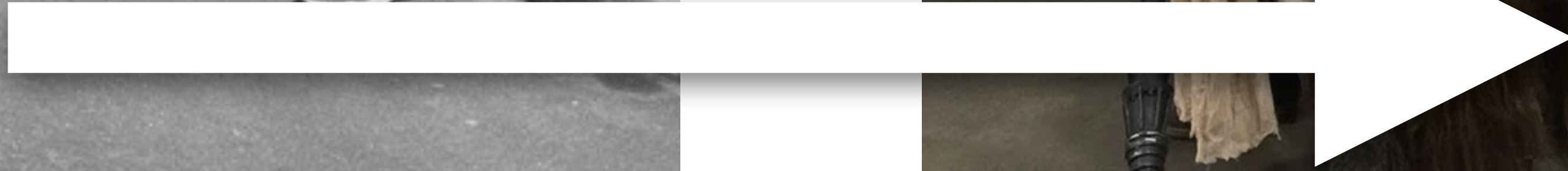
MID LEVEL

HIGH LEVEL

**NEXT
LEVEL**



**LOW
LEVEL**



**NEXT
LEVEL**

LOW LEVEL

Don't avoid wading into the comments.

Poynter
Published by Ben Mullin [?] · February 10 · 🌐

When all else fails, try coloring.



Journalism is a stressful career, but work doesn't have to be miserable
Sure, journalism is a stress-fest. But there are tricks to make it bearable.
POYNTER.ORG

51,306 people reached [Boost Post](#)

Like Comment Share

Matthew Ozburn, Patricia Sandoval and 288 others [Top Comments](#)

Mark Obviously not written by a journalist.
Like · Reply · Message · February 10 at 10:09am

Katie Hawkins-Gaar **Mark**, I came to Poynter from CNN, where I spent 7 years. I dealt with my share of stress there, as you can imagine!
Like · Reply · Message · 2 · February 10 at 11:08am

Mark Katie Hawkins-Gaar my apologies. What I should have said is not written by somebody in a 2016 newsroom. Stress has always been part of the job. But now we face more competition minute by minute, have to find audiences instead of them coming to us and must use multiple platforms where metrics matter. It's always been hard to commit acts of journalism; after nearly 39 years in the business, I find it's exponentially harder now.
Like · Reply · Message · February 10 at 2:06pm · Edited

Katie Hawkins-Gaar I agree. I left CNN in January 2015 and spend a lot of my time now visiting newsrooms and talking to journalists. Like you said, there always have been plenty of stresses with the job, but the focus on metrics and shifting to new platforms leads to a lot of additional pressure. That's why it's so important for us to reclaim some of the sanity and push back on those unnecessary stresses (do we really need all that email? is the metrics focus hurting the quality of our reporting?). Thanks for reading and chiming in!
Like · Reply · Message · 1 · February 10 at 2:03pm

Write a reply... 📷 😊

LOW LEVEL

Don't avoid wading into the comments.

Poynter
Published by Ben Mullin [?] · 9 hrs · 🌐


"We want to play to our strengths as storytellers and conveners in this city in some entirely new ways."




The Boston Globe's newest money-making scheme is a live show

Lights, camera, journalism.


POYNTER.ORG

 **Melony Jones Shemberger** My print reporting class in the fall is doing a mild, mild version of this, in that the students will share their unpublished work in a community setting with a poster display and oral history recordings to help tell a story. It is an opportunity for the aspiring journalists to think along the lines of innovation. It's about taking the written story to new heights, allowing journalists to engage with the community.

Like · Reply · Message · 🍎 1 · 7 hrs

 **Poynter** ✓ Thanks for reading, Melony. We are interested in the results from your class.

Like · Reply · 🍎 1 · Commented on by Shanna DiNobile [?] · 6 hrs

 **Melony Jones Shemberger** I would be happy to share the outcomes. This will take place between late November and early December. The students will do this for both the campus community during our Scholars Week and the community at large. Thanks!

Like · Reply · Message · 🍎 1 · 6 hrs

 Write a reply...



YOUR TURN

Respond to a “troll.”



Tampa Bay Times

3 hrs · 🌐

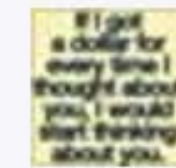
Was this the right decision to curb puppy mills?



Puppy sale ban approved in Hillsborough County but with exemptions

Hillsborough County Commissioners on Wednesday voted to prohibit any new puppy stores from opening in an effort to curb dogs from puppy mills from...

TAMPABAY.COM



Matthew

And in other news, FL decides that helping patients with cancer, MS, epilepsy, etc by giving them access to Medical Marijuana must be put on hold to address the puppy epidemic.

Like · Reply · 👍 5 · 2 hrs · Edited

LOW LEVEL

Craft a social media comment policy for users.

The Scientist Comment Policy

Thanks for reading *The Scientist*. We welcome your thoughts—supportive, dissenting, critical, or otherwise—on the content we produce. Here are a few ground rules.

1) Comments posted to www.the-scientist.com or www.facebook.com/TheScientistMagazine are not moderated before posting, but will be moderated by a member of *The Scientist* editorial staff soon after they appear online. Comments will be removed from the site immediately by *The Scientist* editorial staff if the content:

Thank
thought
the co
http://

- is offensive
- is abusive
- is libelous
- contains ad hominem attacks
- contains spam, including links to commercial websites
- is off-topic or excessively long
- promotes hate of any kind
- contains excessive profanity

2) Comments will not be removed by anyone other than the editorial staff of *The Scientist*. Readers or other interested parties may alert the staff to a potential problem with a particular comment, but the final decision to remove that comment will be made by *The Scientist* editorial staff.

3) *The Scientist* reserves the right to edit, delete, move, or mark as spam any and all comments. *The Scientist* also has the right to block access to any individual or group from commenting on our site(s).

4) *The Scientist* considers comments to be part of the public record and as such will only remove or edit a comment if its content is judged to merit removal based on the criteria outlined above.

5) All comments posted to www.the-scientist.com or www.facebook.com/TheScientistMagazine are the responsibility of the commenter, not *The Scientist*, site administrator, contributor, editor, or author. By submitting a comment on our sites, you agree that the comment content is your own, and to hold www.the-scientist.com and all subsidiaries and representatives harmless from any and all repercussions, damages, or liability.

se—on

LOW LEVEL

Tag the subjects of your work!



FSR Magazine

May 8 at 3:21pm · 🌐

Not all food trucks are created equal. Here are six spots that will change the way you think about food truck fare forever.

Featuring: [Clover Food Lab](#), [Clover Food Lab](#), [Crave FoodTruck](#), [Totally St. Augustine](#), [Kogi BBQ](#), [Cousins Maine Lobster](#), [Cousins Maine Lobster](#), [Cousins Maine Lobster](#), [Cousins Maine Lobster](#), [Cousins Maine Lobster](#), [Cousins Maine Lobster](#), [Cousins Maine Lobster](#), [Cousins Maine Lobster](#), [Wafels & Dinges](#), [Arlo's](#).



6 Food Trucks That Will Change Your Life

Recently, I walked through a food truck rodeo alone. I'm not afraid to admit I was flying solo. I was going to bring my Basset hound until I recalled our last dinner date, which took place at a brewery on a sunny, cold afternoon. Somebody...

FOODNEWSFEED.COM



Exhibitor Magazine Thanks to Brauer Consulting Group, Jefferson Davis, and David Ren Jenkins for their help on this piece!

Like · Reply · April 20 at 5:48pm

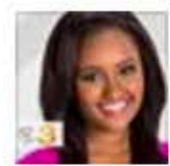


EACA This is great!

Like · Reply · 🍌 1 · May 4 at 12:37pm

LOW LEVEL

Stop and ask yourself. Would you interact with this?



Rahel

10 hrs · 🌐

The sign on the door may be the best part of this story! #hucktheroofdog

[http://www.cbsnews.com/.../golden-retrievers-roof-jumping-r.../...](http://www.cbsnews.com/.../golden-retrievers-roof-jumping-r.../)



This dog loves to sit on top of his family's roof, so they put out a sign to explain

"We appreciate your concern but please do not knock on our door...we know he's up there!"

CBSNEWS.COM

👍👎 13

2 Comments



Patrick

5 hrs · 🌐

This story about this Golden Retriever is cute and funny:



This dog loves to sit on top of his family's roof, so they put out a sign to explain

"We appreciate your concern but please do not knock on our door...we know he's up there!"

CBSNEWS.COM

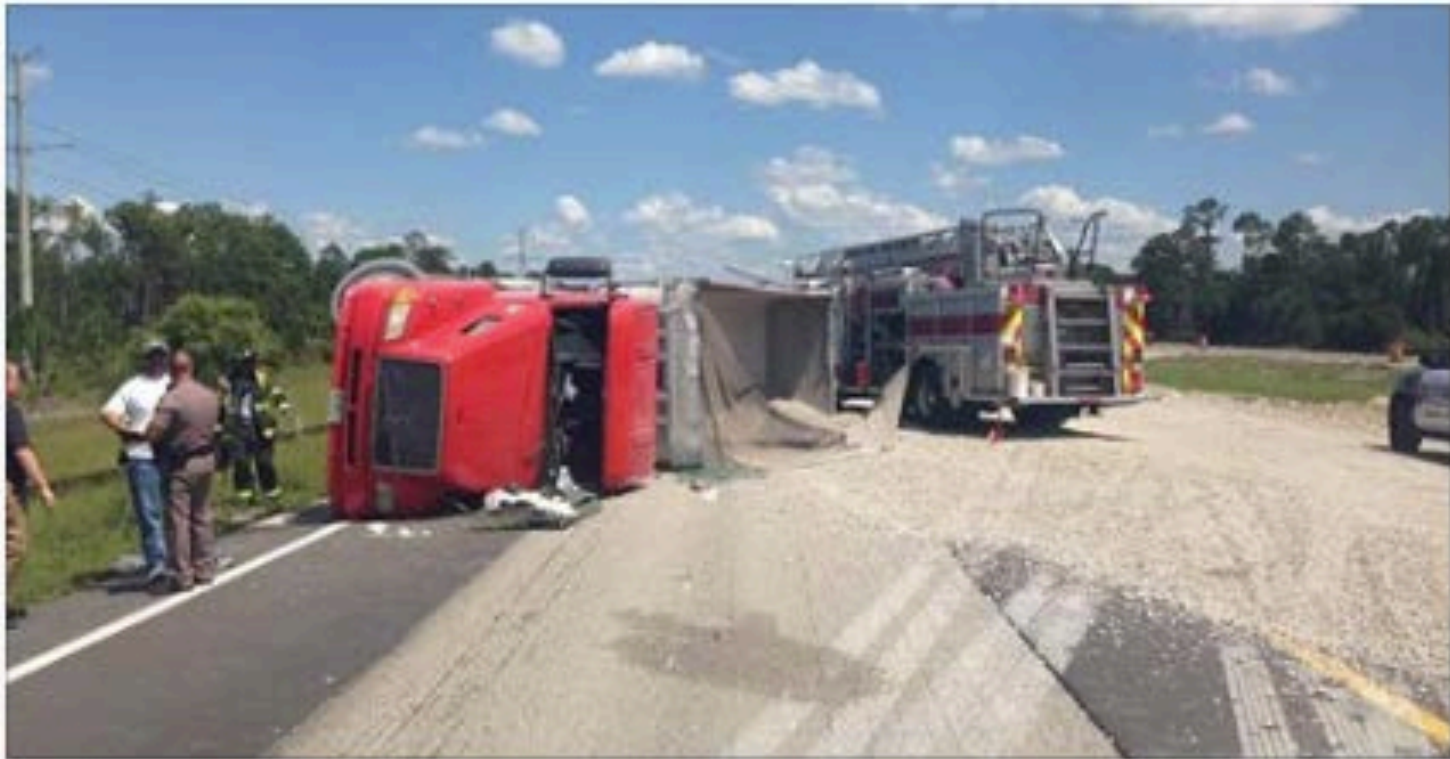
👍 1

MID LEVEL

Ask questions. What do you want to know? (And what will people answer?)

Herald-Tribune Media Group
Published by Alan Shaw · June 9 at 3:06pm

We want to know: What's the most dangerous stretch of road in our region?



What's causing all those I-75 crashes?
One person was hospitalized after this dump truck overturned on Interstate 75 near North Port on May 24. (Photo provided the North Port Police Department)
HERALDTRIBUNE.COM

10,646 people reached **Boost Unavailable**

Like Comment Share

23 Top Comments

21 shares 32 comments

Democrat and Chronicle added 2 new photos.
May 23

Dogs are now allowed at outdoor restaurants in New York state. WE WANT TO HEAR FROM YOU: Are you looking forward to seeing dogs at more restaurants this summer?




Like Comment Share Storify

890 Top Comments

187 shares 399 Comments

DVM360.com
May 14 at 4:10pm

Have you tried treating pets to distract during blood draws?
<http://veterinaryteam.dvm360.com/food-vs-needle-food-wins>



Food vs. needle: Food wins
Sit the dog, hold the dog, fire off those treats fast, and you've got your Fear Free blood draw on a food-motivated dog. Watch me demonstrate it in...

VETERINARYTEAM.DVM360.COM

MID LEVEL

Ask questions anyone can answer.

 **Craig Pittman**
Yesterday at 3:18pm · 🌐


Today an interviewer who's new to Florida asked me if there are any little tip-offs that allow Florida natives to recognize each other. Wearing flip-flops everywhere, even to church, and always parking your car in the shade, I replied. What else should I have said?


👍 Like 💬 Comment ➦ Share

👍❤️😂 John Schlender and 104 others


View previous comments 4 of 164

 **Katie Atkins** Keys natives are obvious because you'll always be the first one to point out who has been there the least amount of time, like HAHA you've only been here 10 months so shut up. Then they'll tell you how things are going and if you plan to stay. Lol.
Like · Reply · 👍 1 · 7 hrs

 **Allen Salzberg** There can't be any "true" Florida natives. They all come from somewhere else.
How many generations have you been here?
Like · Reply · 6 hrs

➦  Craig Pittman

 **Kc Nayfield** Well, usually a native can tell the difference between a palmetto and a cabbage palm and knows that cabbages eventually grow into sabal palms. Probably also still saying yes ma'am and yes sir to everyone even though you are an adult and don't have to fear getting your fanny spanked if you didn't.
Like · Reply · 👍 1 · 6 hrs

 **William Booth** Fishing tackle in the trunk always
Like · Reply · 2 hrs

3.It's 40, it's broke and unreliable, and it's falling apart. Can the Washington Metro survive its midlife crisis?



Washington Metro Faces at a Midlife Crisis

Years of safety lapses as well as petty annoyances reveal how a grand vision of American liberalism has collided with reality.

NYTIMES.COM | BY SHERYL GAY STOLBERG AND NICHOLAS FANDOS

👍 Like 💬 Comment ➦ Share 📖 Storify

YOUR TURN

Write an engaging social question



SHARE TWEET EMAIL



The last thing you want should this situation arise is to be ill-prepared for what lies ahead. Screaming kids, annoying parents, and the worst offenders of all: overzealous, self-proclaimed Disney freaks await. This reign of terror can only be endured with the help of some strong hooch. Unfortunately, horribly saccharine and overpriced drinks dominate most of the menus across the property, which includes the Magic Kingdom, Hollywood Studios, the Animal Kingdom, and Epcot.

For this reason, I will do my best to share inspired drinks in all four parks beyond the standard sugar-water-with-a-shot. Think of me as your intoxicant informant.

MID LEVEL

Work your way up to more involved questions.



The Fresno Bee

June 21, 2016 · 🌐

#Breaking news: Valley Children's made a U.S. News and World Report list. Do you have a child who was cared for at VCH?



Valley Children's Hospital ranked among nation's best in neonatal care

Valley Children's Hospital in Madera is one of the nation's top 50 children's hospitals in neonatology in rankings by U.S. News & World Report.

FRESNOBEE.COM

👍 Like

💬 Comment

➦ Share

👍❤️👤 3K

Top Comments ▾

549 shares

153 Comments

Mark Pimentel Nicu is The greatest team! My son is a NICU grad 2009 born at 22 weeks old came in at 10 inches long 15 ounces. Was told he wouldn't make it through the night but through God's grace faith and prayers from friends and family and the best NICU team in America (as far as I'm concerned) we will be celebrating his 8th birthday in September. Thank you VCH! ▾

Elizabeth Casares Pimentel

Like · Reply · 👍 55 · June 21, 2016 at 2:15pm

↩ View previous replies

The Fresno Bee ✓ Wonderful to hear, Mark. Has your family attended the reunions?

Like · Reply · June 21, 2016 at 2:37pm

↩ View more replies

Serena Bettencourt Dansby I absolutely love working in the emergency department at Valley Children's!!! The NICU staff saved my son Ethan almost 5 years ago. He was a 33 weeker but developed necrotizing enterocolitis at two weeks old and almost lost his life. I thank Dr ... [See More](#)

Like · Reply · 👍 6 · June 21, 2016 at 2:30pm

↩ 1 Reply

Paula Dias Amazing hospital saved my beautiful daughter Alexis Manson born in 1996 ,only 22 weeks . weighed only 1pound 6 ounces , she was there for 2 months after some surgeries is a smart and a beautiful woman now . Thanks to a great team .

Like · Reply · 👍 6 · June 21, 2016 at 3:12pm

MID LEVEL

Pay attention when people are interested. Then circle back later.

SE Standard-Examiner
Published by Sonja Lise Joubert · July 29, 2016

We want to know: Now that it's been a while since Layton City Utah opened ThrU-Turns in the Layton Hills Mall area, how are they working? How do you feel about them?
More info here: <http://goo.gl/eNNUPn>



13,623 people reached [Boost Post](#)

[Like](#) [Comment](#) [Share](#) [Embed](#)

[Storify](#)

76 [Top Comments](#)

13 shares 229 Comments

13 shares 229 Comments

Write a comment...

Lindsey Michelle Johnson I see how it has helped with the flow of traffic. I don't sit there for 5 lights waiting to get through. My only concern is the elderly and people new to the area, I've seen many try to make their left turns there and it stresses me out!
Like · Reply · Storify · 9 · July 29, 2016 at 1:51pm
[View previous replies](#)

SE Standard-Examiner Another commentor said they are a new driver and the turns make them anxious/stressed. So young people must be having problems with them, too. Kris
Like · Reply · Storify · 3 · July 29, 2016 at 2:33pm
[View more replies](#)

Luke Draayer I noticed the wait times have dropped a lot. Based off the comments it is because everyone is avoiding it instead of using it.
Like · Reply · Storify · 39 · July 29, 2016 at 1:01pm

SE Standard-Examiner And hopefully it will improve after all the construction in the area has cleaned up, right?
Like · Reply · Storify · 1 · July 29, 2016 at 2:03pm
[View more replies](#)

Amy Oconnell Larsen I avoid those like the plague. Stresses people out. You never know what lane to be in anymore. Grrr!!
Like · Reply · Storify · 34 · July 29, 2016 at 12:47pm

SE Standard-Examiner No matter how many times you drive through them, right? It can be sooo confusing!
Like · Reply · Storify · 5 · July 29, 2016 at 1:30pm
[View more replies](#)

RaKel Marrie I still get stressed when I have to use them but I completely see how they do help with traffic flow. I do worry about older people, new people to the area. It's so confusing and can quickly turn dangerous.
Like · Reply · Storify · 5 · July 29, 2016 at 1:03pm

SE Standard-Examiner Thanks for your comment, RaKel! Do you think the signs do a good enough of a good explaining how to use them?
Like · Reply · Storify · July 29, 2016 at 1:15pm
[View more replies](#)

HIGH LEVEL

Invite people to share.



FOX 29 ✓
@FOX29philly



Close up of the moon from Skyfox! Lets see your moon pictures.



RETWEETS **9** FAVORITES **38**



7:45 PM - 29 Jul 2015



HIGH LEVEL

Invite people to share.
(and keep a sense of humor about it)

The screenshot shows a web page from Mashable. At the top is a blue navigation bar with the Mashable logo and menu items: SOCIAL MEDIA, TECH, BUSINESS, ENTERTAINMENT, WORLD, LIFESTYLE, and MORE. The main headline reads "Local Fox station asks people for moon pics, Twitter responds accordingly". Below the headline, there is a green "2.9k SHARES" counter, a "Share on Facebook" button, a "Share on Twitter" button, and a "+ Share" button. To the right is a "WHAT'S THIS?" icon. Below the share buttons is an "Ads by Google" section with three advertisements: "Network Monitoring Tool" from manageengine.com, "Breathe New Life into" from mindtouch.com, and "Is He Cheating On You?" from spokeo.com. At the bottom of the page, there is a dark blue banner featuring a close-up image of the moon's surface.

HIGH LEVEL

Ask yourself if you'd do it



Rocky

Like This Page · October 28, 2016 ·

Dressing up as #Rocky this #Halloween? Be sure to share a picture!



Rocky

Like This Page · October 28, 2016 ·

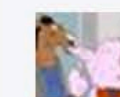
Dressing up as #Rocky this #Halloween? Be sure to share a picture!



sick.ot waiting for Netflix

Like · Reply · 2 · October 29, 2016 at 3:11pm

View more replies



Daniel LaRusso I look like this every day...so i'd better dress up as one of the beef slabs hes beating up

Like · Reply · 85 · October 28, 2016 at 12:54pm



Rocky Lol!

Like · Reply · 30 · October 28, 2016 at 12:58pm



Write a comment...



4

Offer opportunities to engage throughout the publication process.

BEFORE PUBLISHING

Post about what you're working on

 **David Fahrenthold** 
@Fahrenthold + Follow

Wow!!

RETWEETS 64 LIKES 412

5:54 PM - 25 Oct 2016

125 64 412

 **David Fahrenthold**  @Fahrenthold · 25 Oct 2016

Sorry! Twitter fail. Tried 2 reply to @RoyPeterClark & wrote to everyone somehow. Now you know how sunny and pleasant I am all the damn time

David Fahrenthold  @Fahrenthold
Wow!!

61 48 711

 **Roy Peter Clark**
@RoyPeterClark Following

Replying to @Fahrenthold

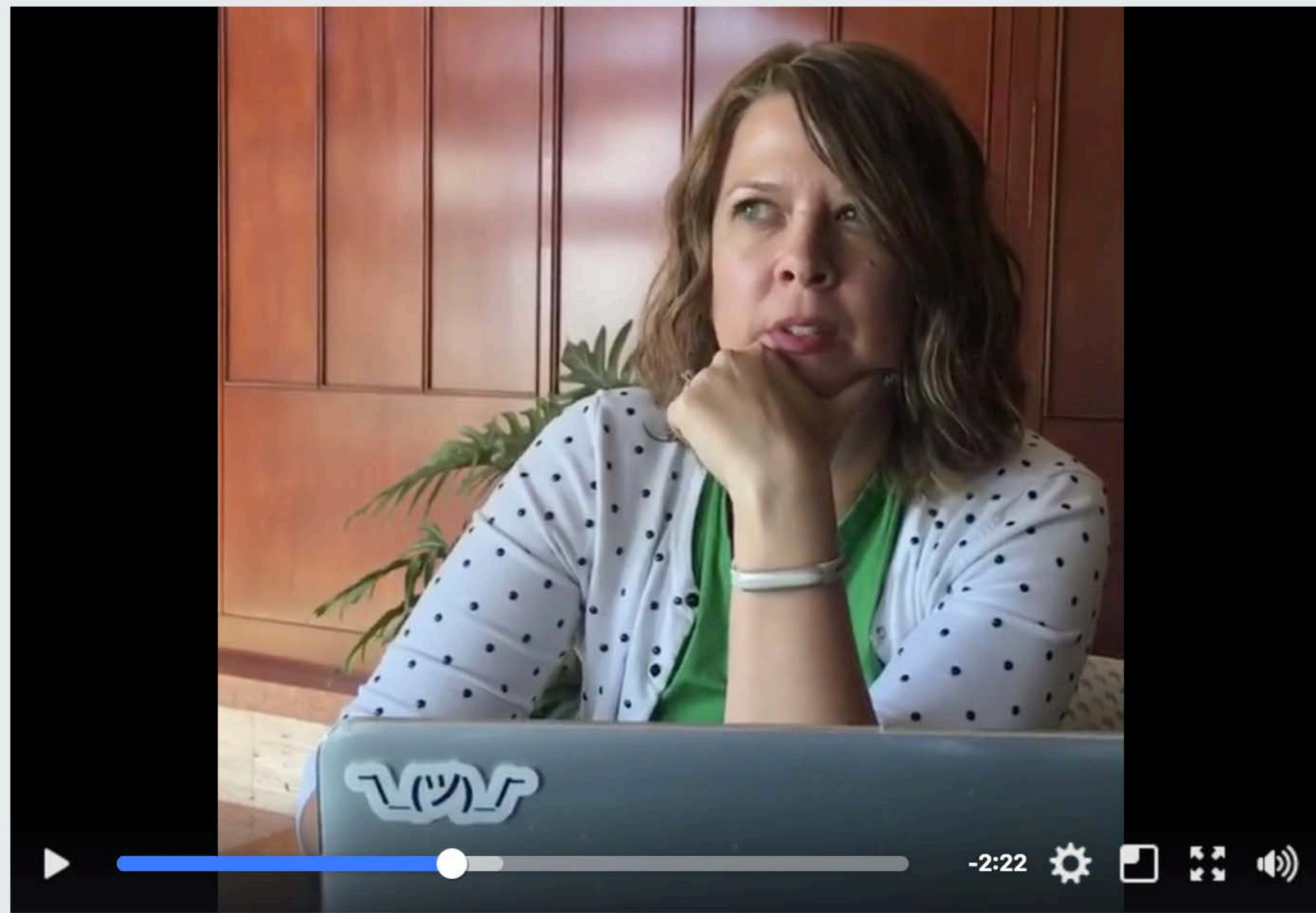
David, Happy to have inspired a Wow!! from you. And to be the one to reveal that the masses are hanging on your every word.

LIKES 4

8:00 PM - 25 Oct 2016

BEFORE PUBLISHING

Big story? Announce a live conversation in advance.



The video player shows a woman with shoulder-length brown hair, wearing a white cardigan with black polka dots over a green top. She is sitting at a desk with a laptop in front of her, resting her chin on her hand. The laptop has a sticker that says 'Poynter'. The video player interface includes a play button, a progress bar, a timestamp of -2:22, and icons for settings, full screen, and volume.

Poynter was live.
Published by Alex Mnz [?] · April 18, 2016 ·

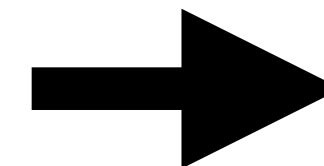
Three quick takeaways from the 2016 Pulitzer Prizes

DURING PUBLISHING

Something breaking? Post a paragraph and promise more.



A screenshot of a Facebook post from the page 'Meatingplace'. The post is dated 'April 25 at 8:39am'. The text of the post reads: 'Tyson Foods to buy AdvancePierre Foods for \$4.2 billion.' Below the text are icons for 'Like', 'Comment', and 'Share'. There are 3 likes shown. At the bottom, there is a comment input field with the placeholder text 'Write a comment...' and icons for emojis, photos, and video.



An enhanced version of the Facebook post from 'Meatingplace', dated 'April 25 at 8:58am'. The text reads: 'Tyson Foods buys AdvancePierre Foods for \$4.2 billion. Read the full story: <http://meatingplace.com/Industry/News/Details/72881>'. Below the text is a featured image with a dark blue background, the Tyson logo (a white 'T' in a circle), and the word 'Tyson' in white. To the right of the image is a text box containing the headline 'Tyson buys AdvancePierre in \$4.2 billion deal' and a short paragraph: 'Tyson Foods Inc. and AdvancePierre Foods Holdings Inc. have entered into a definitive merger agreement pursuant to which a subsidiary of Tyson will...'. Below the text box is the website 'MEATINGPLACE.COM'. At the bottom are icons for 'Like', 'Comment', and 'Share'.

DURING PUBLISHING

Tweet a summary in a few connected tweets

Tweet 1: Just published a piece on X topic, which has some interesting implications for Y.

Tweet 2: Implication

Tweet 3: Another implication

Tweet 4: This means that Y might have to...

Tweet 5: Read more here: [link]

DURING PUBLISHING

Tweet a summary in a few connected tweets

 **Poynter**  @Poynter · 9h

1/7 Evaluating ideas you've brainstormed? Here are six questions to ask...



Evaluating ideas you've brainstormed? Here are 6 questions to ask
Innovations can be analyzed so you can evaluate whether they will work at your organization. Here are some questions to ask when you are in the fir...
poynter.org

  2  4

DURING PUBLISHING

Share it with sources

Poynter Gimlet article



Inbox x



Ren LaForme <rlaforme@poynter.org>

3/18/16



to Peter ▾

Peter,

Just wanted to give you a heads up that the [article](#) I interviewed you for published this morning! Like I think I mentioned, it took more of a how-to angle, but Gimlet is featured prominently.

Thanks again for the interview. Let's definitely talk again soon.



AFTER PUBLISHING

Twitter: Post as often as you want, as long as you don't post the same exact thing more than once

Facebook: Only once. Make it good.

Instagram: Only once on your main and several times on your story.

LinkedIn: Post several times, but spread it out by days.

AFTER PUBLISHING

Elevate the author

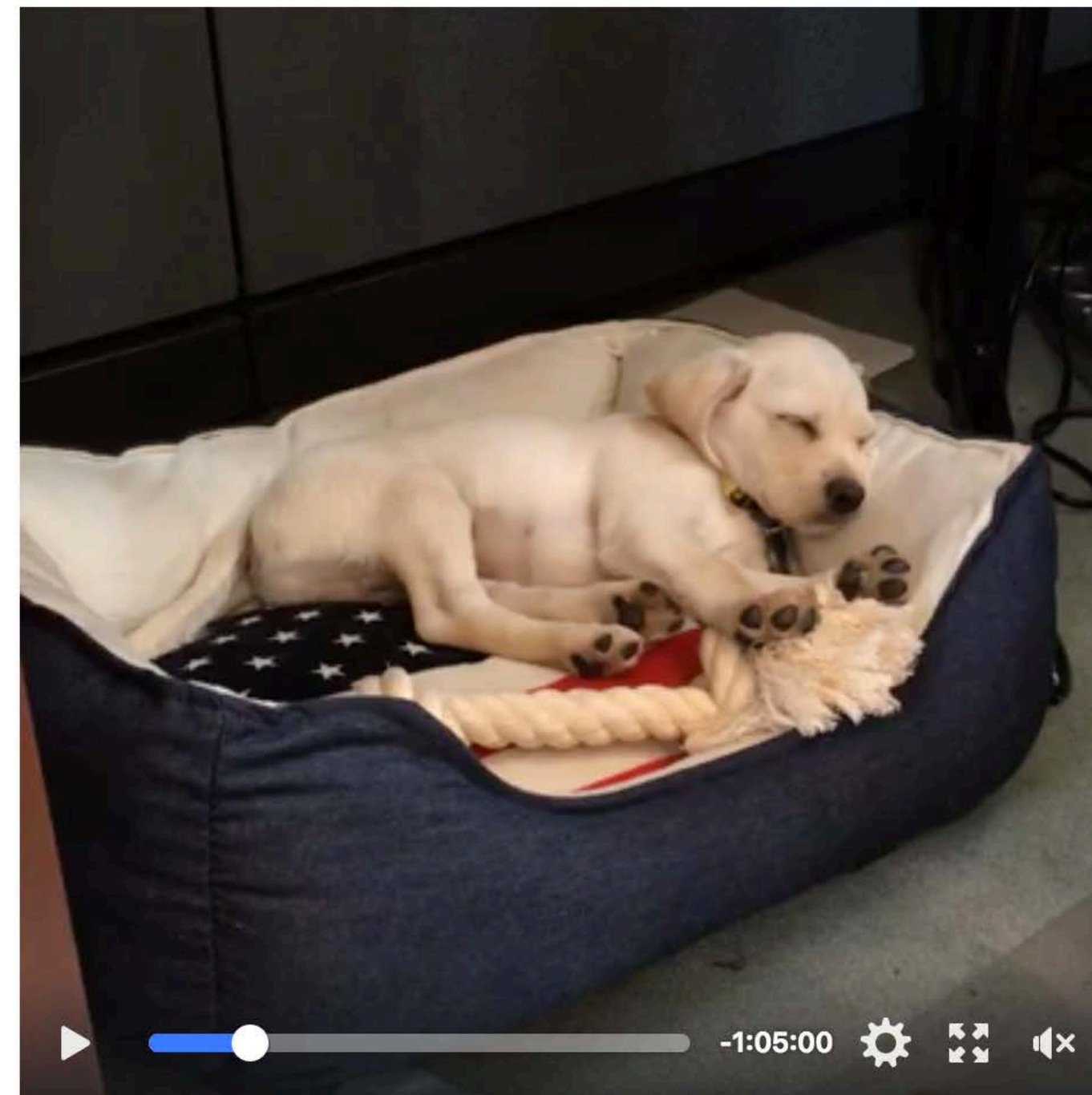


Poynter ✓ shared your live video.

Published by Ben Mullin [?] · May 18, 2016 · 🌐

This is Ollie, the 9-week-old puppy spending the week at Poynter. Now that we've reached our goal, we can have some fun on the final day of our crowdfunding campaign.

Thanks to the 12 new donors who stepped up to make this adorableness possible. There's still time to donate! 40betterhours.com



1,581 Views

Ren LaForme ✓ was live.

May 18, 2016 · Facebook Mentions · 🌐

5

You have to be an
engaging social user to
engage social users.

FIND PASSION

Play favorites — it's OK to focus on one or two social networks

Look for the evangelists in your workplace

Look for opportunities to experiment with new approaches

BE PERSONAL-ISH

Be personal time to time (and, remember, forget the formulas) but positive almost always

Know your privacy settings

Listen to your instincts

WATCH YOUR TONE

Your tone should match your story



QSR Magazine

9 hrs · 🌐

That's not a typo. McDonald's is now delivering at more than 1,000 restaurants in the U.S.



McDonald's Delivery Expands to Over 1,000 Restaurants

The fast food giant's plan is underway.

QSRMAGAZINE.COM



The Scientist

8 hrs · 🌐

Progress in developing pluripotent cells and coaxing them into other cell types, especially blood stem cells, has been slow, with many roadblocks. The new results, if confirmed by other labs, might help overcome those challenges, boosting the odds of moving the research from the lab to the clinic.



Blood Stem Cells Grown in the Lab

Researchers identify transcription factors and environments to reprogram human and mouse cells into cells that function like hematopoietic stem cells.

THE-SCIENTIST.COM

YOUR TURN

Answer:

1. What's your tone?
2. Do you and your organization have different tones?
3. How did you arrive at each?
4. What types of responses do you generally get?

WATCH YOUR TONE

Post like you talk. What would you say to a friend?

California's record rainfall may have played a role in causing a rash of leopard shark die-offs this year, either by flushing a fungal pathogen and other toxins into seawater, or by lowering the salinity of the San Francisco Bay and weakening the sharks, allowing the fungus to do more damage.

I say "drought relief," you say "shark genocide."

WATCH YOUR TONE

Post like you talk. What would you say to a friend?



Boston Police Dept. @bostonpolice

#CuzWeCare: Our officers had a great time 'doing the dap' and talking public safety with the kids from the Lyndon School in West Roxbury.



NSW Police Force
1 hour ago

Australians lost almost \$300 million to scams in 2016. That's enough to buy 50,000,000 packs of chicken nuggets
[#thinkofthenugs](#)

Protect yourself: <http://bit.ly/2r7cHyl>



Shared with: Public
1 hour ago

8k 3k 524

WATCH YOUR TONE

Don't be afraid to try something new.

Mika @_inkedSnowFlake 18h
@Wendys can you find me the nearest Mcdonalds?

Wendy's @Wendys [Follow](#)
7:44 PM - 3 Jan 2017



8,437 14,999

Hexic @iTsHeX1c 17h
@Wendys My friend wants to go McDonalds, what should I tell him?

Wendy's @Wendys [Follow](#)
@iTsHeX1c Find new friends.
8:46 PM - 3 Jan 2017
31 128

phono @ceophono 21h
@Wendys you're food is trash

Wendy's @Wendys [Follow](#)
@ceophono No, your opinion is though.
4:04 PM - 3 Jan 2017
1,081 3,562

6

Get your entire
organization involved
and on the same page

GETTING THE TEAM TOGETHER

Be selective about what you try.
Choose things that match your organization's priorities and tone.

GETTING THE TEAM TOGETHER

Explain to your colleagues what they can gain from engagement. More readers/viewers, more and better ideas and fresh insights are always welcome.

GETTING THE TEAM TOGETHER

Track success, and share the story of your success across the team.

EXPERIMENT

Be open to new platforms.

EXPERIMENT

Be honest with your audience
— don't be afraid to tell them
you're trying something new.

EXPERIMENT

Treat social media as a
sandbox.



GOT A PROBLEM?

There's
probably a
way
around it.



TWO FINAL THOUGHTS

Keep your chin up.

TWO FINAL THOUGHTS

Have fun.

BURNING QUESTIONS?

Let's talk.

THANK YOU

Ren LaForme / @itsren / ren@poynter.org

**LET'S PUT THIS
INTO ACTION**