

Social Media

at the Sun Journal

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Many people remember news bulletins posted in the windows of the Sun-Journal office. Here, people gather in front of the building to learn the latest details about President Kennedy's assassination.

A favorite memory of newspaper days gone by is the “bulletin,” hung in the windows to break big stories.

“When they had the Dempsey Tunney fight,” says Costello, “there was a big crowd out in street, reading the bulletin in the window.”

That tradition continued even through the 1960s, recalls Joyce Hackett, a typist for the Sun-Journal.

“There were these great big sheets of paper, written with black magic marker,” Hackett remembers. “Every time you passed by, it was something new, something different. It was really good. It was fun to come back and forth to see the sheets they were posting.”

Eventually, however, the bulletins were no longer there, as electronic media began to get a stronger and stronger foothold in the news market.

Published in our 100th anniversary edition, July 17, 1993

Social Networks

July 2014 most popular social network sites

1 | Facebook

900,000,000 - Estimated Unique Monthly Visitors

2 | Twitter (micro blog)

310,000,000 - Estimated Unique Monthly Visitors

3 | LinkedIn

255,000,000 - Estimated Unique Monthly Visitors

4 | Pinterest

250,000,000 - Estimated Unique Monthly Visitors

5 | Google Plus+

120,000,000 - Estimated Unique Monthly Visitors

6 | Tumblr

110,000,000 - Estimated Unique Monthly Visitors

7 | Instagram

100,000,000 - Estimated Unique Monthly Visitors

8 | **VK** (like FB: VK is the largest European social network, more than a 100 million active users)

80,000,000 - Estimated Unique Monthly Visitors

9 | Flickr

65,000,000 - Estimated Unique Monthly Visitors

10 | MySpace

42,000,000 - Estimated Unique Monthly Visitors

Twitter

Repeating the same tweet is annoying:

Headline and link-only tweets repeated many times are annoying. They work for those who would visit the site anyway.

How to use Twitter:

- Follow users who tweet early about breaking news and trends
- Use hashtags
- Set up keyword searches
- Use @ replies to cite sources, to say who you're writing to or about
- Okay to use links, not all the time

- **Do not treat Twitter as an RSS feed -- that fails to expand the brand**

- **Do not tweet headline and link only -- use engagement**

Twitter

Have more than one Twitter account:

It's a benefit to have more than one Twitter account and post to each other from different "handles" such as news, sports, entertainment

Tweet often:

- Tweet at least 12 times each day
- Don't tweet about every article -- pick and choose the best and present in engaging way
- Use more @ mentions and fewer URLs

- **Editors and reporters should know Twitter etiquette and interact and retweet the newspaper's tweets**
- **List additional accounts in short description of Twitter profile**

Facebook

Post every hour or two, six to eight times a day:

- The most important news
- Breaking news
- Internet meme of the day

Avoid oversharing:

“Very few news organizations are capable of pulling true engagement on more than two or three posts per day on Facebook.”

Ask questions:

Ask readers about a key point in an article. When readers respond their friends/followers become aware of the original post.

- **Post every day but only interesting and engaging content.**
- **Reply to civilized, mature comments -- that equals engagement.**
- **Rely on editors, reporters and readers to share content.**

Facebook

Photos:

Post a few at a time to gain interaction, engagement

EdgeRank:

Scheduled posts decrease the score which then decreases the number of people who see posts from that account.

- **Do not post simply for the sake of posting.**
- **Stay innovative and experiment with new social media networks.**

“We’ve gone from being the primary source of news, to being the in-depth source. It’s our responsibility to ferret out the local news. Television can give you the highlights, can whet your appetite. The newspaper can tell you how it affects you.”

— James Costello,

Sun-Journal/Sunday publisher

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Pinterest

Share graphics from print publication:

- Photos
- Page layouts
- Maps

Engage audience:

Invite readers to contribute to boards

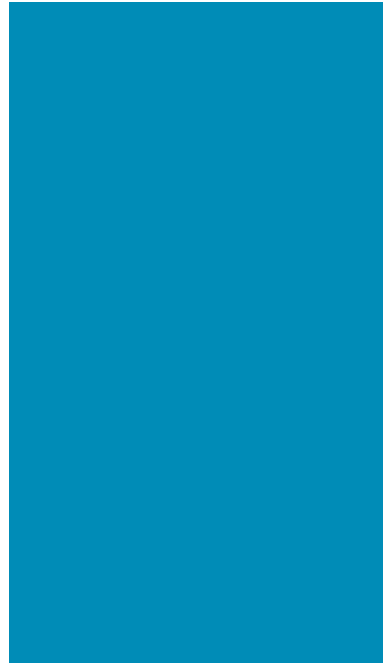
- Cocktail recipes
- Children's room designs
- Photos of space

“Don't be afraid to share content that isn't from your news site.”

Flickr

Share newspaper's work:

- Photos -- upload generic photos from paper's archive with Creative Commons license. Generic means crowds at events, public places. Save valuable photos for sale.
- Page layouts
- Maps



The mission of the Sun Journal, as noted in our 100th anniversary edition, July 17, 1993:

“To keep people informed as to what’s going on, and to do it in good taste,” [Costello] says. “We want to be a paper that you can leave on the kitchen table, that you don’t have to hide from the kids.

“What is discussed in news columns changes from time to time as we go through various stages,” Costello continues. “But there are lots of things that don’t change.”



@maineidea

Share content relating to anything Maine:

- Photos
- Tourist things to do and see
- Maps
- Lifestyle
- Entertainment

Advertising:

No newspapers appear to be posting, tweeting or sharing Advertising

Maine's tourism industry brings in billions of dollars each year.

Is there a way to tap this by repurposing editorial content?

Final notes

Do not post simply for the sake of posting

Post quality content to engage -- ask questions

Stay innovative and experiment with new social media networks

Source of some content is from a COLLEGE project at <http://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1060&context=joursp>:

