



8 ways to use social media in the newsroom

Let's face it: In your newsroom, you're light years ahead of the curve. Here are some tips to keep you there.

1. FriendFeed

FriendFeed lets you combine your feeds (Twitter, Flickr, Digg, Facebook, Delicious, etc.) into one interface. It's similar to Twitter but easier to organize. You can post more than 140 characters, organize private or public rooms and get a feed of your friends as an e-mail.

2. Search the real-time Web

Find out what people are talking about online right now – chances are you can turn a meme into a story. Tools include **Twitter Search**, **Tweetmeme**, **TwitScoop**, **OneRiot**, **Scoopler**, **SearchMerge**.

3. Flip out!



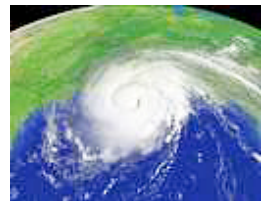
We're all multimedia journalists now. Don't let an eye-catching moment or newsworthy subject slip by: A **Flip** cam (\$199 for hi-def version) lets you easily add visuals to a story. Users are more likely to jump into a conversation around a video on your site than a text-only article. Another good choice: **Kodak Zi8**.

4. Skype

The service, which is free for **Skype**-to-Skype calls and inexpensive for calls to land and mobile lines, lets you conduct and record interviews with industry leaders in the US or overseas. A nice bonus: You can capture it as a video chat, upload it to YouTube, embed it and invite readers to comment on your site.

5. Start an instant social network

That's what NPR's Andy Carvin did with the Hurricane Information Center on **Ning**. Dozens of people chipped in valuable info as Hurricane Gustav rumbled toward land-fall. You needn't wait for a disaster: Pop open a free social network on Ning (or a similar site like **KickApps**) around a topic that may generate community interest.



6. Become an online radio host

Sign up with **BlogTalkRadio** (it's free) to host live call-in shows about your beat or specialty. Do it weekly to gather a following.

7. Live blogging

Live-blogging a newsworthy event has an advantage over live-tweeting: Your coverage can generate comments for months. **CoveritLive** is the best of the lot; it includes integration with Twitter, Qik for live video and YouTube pre-recorded video.

8. Upload & embed video

Lots of large companies have begun creating **YouTube** channels. (Nervous about TOS? Sites like **Magnify.net**, **Viddler**, **Kaltura** and **Brightcove** offer paid commercial uploads.) But we're still surprised how few sites use YouTube's embed code, letting you show off high-quality videos, like **TED Talks**.