***DIA Social Media Strategy - 2021***

In an effort to make this work across levels of education at Newhouse, we have compiled a list of social media strategies that is doable from sophomores to seniors. These are general rules for students in all majors. Make sure you follow the best practices you have been taught in your classes and ask your professor if in doubt.

1. **Tweet from the field**
   * Try to tweet twice **from the field (not from the newsroom).**
   * Each tweet should include a visual (photo or video) that **YOU took yourself**. One tweet will include the photo, if you’re doing a video story…then the other could include the video.
   * Each tweet needs to include a short message that addresses the NEWS ANGLE of your story (see below for examples of good and bad tweets – seriously, read that part all the way through).
   * Each tweet needs to include the handle **@DemocracyAction** and the hashtag **#NHDIA** and if you have space: **#election2021.**
2. **Video tease from the field**
   * Use your phone to shoot a **video of yourself** (*horizontal*, not vertical video please) teasing what your story is about (there’s that NEWS ANGLE again).
   * Make sure your video is short (30 seconds or less is good).
   * Make sure your video begins with, “This is [your name] with Democracy in Action…”
   * Make sure your video ends with, “Reporting from [location] for Democracy in Action, I’m [your name].”
   * Do NOT say “reporting live” as you will not be going live – this is pre-recorded video. If you accidentally say “reporting live,” do another take.
   * Similarly, do NOT say “Coming up on Democracy in Action” or “Today on Democracy in Action” as your story is going to a website, not a newscast.
   * Consider practicing this technique ahead of time if you have never done it before (it can be harder than it looks).
3. **A link to your story on** [**http://dia-cny.syr.edu**](http://dia-cny.syr.edu)
   * As you have learned, your stories are to be posted as Pending Review on our website. Once they are approved and published, tweet a link to the story (again, addressing the news angle) including your hashtags **#NHDIA** and **#election2021**

***What makes a strong tweet?***

Remember, we are journalists, not PR practitioners, so we have only one goal here: tell people something newsworthy. Notice that there are many ways to do bad work even with such a short piece of writing (but also ways to do good work – let’s aim for that one).

**BAD** (self-indulgent, not journalism):

<Selfie at the polls>

Tweet: Dressed up for Democracy – wish I hadn’t worn my heels. #BeautyIsPain #NHDIA #election2016

**BAD** (boring, redundant)

<Pic of family waiting in line to vote>

Tweet: Spoke to a bunch of people waiting to vote at Tecumseh Elementary. #NHDIA #election2016

**BAD** (editorializing, not objective, journalism no-no):

<Pic of old lady with “I voted” sticker>

Tweet: At 97 years of age, Madeline Jones knows what a privilege it is to vote as a woman. #NeverTrump #NHDIA #election2016

**BAD** (disconnected – who is this woman?):

<Pic of old lady with “I voted” sticker>

Tweet: A bursting pipe at Tecumseh Elementary means everyone here is waiting another hour to cast their ballots. #NHDIA #election2016

**GOOD**:

<Pic of old lady with “I voted” sticker>

Tweet: At 97 years of age, Madeline Jones says she has waited nearly eight decades to vote for a woman president. #NHDIA #election2016