

twitter



Storify



MC409 “Tweet Week” - Storify – Blog Assignment - due by Sunday, September 21st 2014

GET STARTED:

STEP 1: Create a new account at [Twitter](#), or use one you already have.

Need help with Twitter?: <http://support.twitter.com/groups/50-welcome-to-twitter#>

Tweet Week Requirements: (30 points)

Post at least **three tweets** a day starting 9/15 through 9/19

- One of the daily tweets must be a retweet **or** a comment about a journalistic story or media event with a hyperlink.
- One of **Wednesday's** three tweets must include a picture regarding a JSU event or activity (check the Jackson State University website www.jsums.edu).
- **One of Thursday's** three tweets must be a retweet, or @mention from a MC409 classmate's twitter account.
- One of **Friday's** three tweets must include one of the following hashtags: #jsustorytellers or #tigertv22; or the hashtag for a school-related tweet, ex. #onejsu or #JSUTigers
- Select several tweets to “star” during “tweet week” in your own feed you think are worth highlighting, making them "favorites" (**star at least three tweets**).
- “Follow” **at least 10 new media professionals or organizations**. Make sure each person you follow is tweeting regularly. These 10 **new** people must not be friends of yours. If you choose wisely, you might find that you like Twitter more than you *thought* you would ...

How to find media professionals and organizations to follow(10 points):

Follow at least one local tv or radio station or station journalist: wlbw/wjtv/clarionledger,etc.

Link to these websites which lists categories of media professionals that student journalists should follow: <http://bit.ly/1nO2OcW> <http://bit.ly/1dzGy0d>

You may go to this link to find some of the top journalists and other popular media professionals and media companies who tweet: <http://bit.ly/1lQjRiF>

- Choose people who seem to be **information leaders** of some kind.
- Choose people who are tweeting about **non-personal** things.
- Choose people who have **a clear topic area** and some **expertise**.
- You might also try searching on some hashtags for topics that interest you.

STEP 2: Create a Storify account: www.storify.com (will be discussed Tuesday)

STORIFY Requirements: (20 points) (View the storify example before you start)
Compile the following information in Storify:

- **Headline:** Include the word “Twitter” or “Tweet Week” in the headline of your Storify post. Include your Twitter handle **as a link** in your title— like this: By [@sunnyfridge](#) —
- a **text section** that introduces your “Tweet Week” tweets, followed by a list of your daily “tweet week” tweets from your twitter account.
- a **text section** that introduces the individual links to the twitter accounts of at least 10 new media professionals or media organizations that you selected to follow on Twitter followed by a list of those individual links.
- a brief summary of your experience and a link to your “Tweet Week” Blog post.

Share your **Storify post** via Twitter by the 9/21 deadline.

STEP 3: Create a personal Blog account for this class: www.wordpress.com

Blog Requirements: (40 points)

Submit a post to your blog that *summarizes* your “Tweet Week” experience with Twitter (*this assignment experience* — not your lifetime experience with Twitter).

Be creative. Include a link to your **twitter account** and **storify post** as well as:

- a comparison of your experience on using Twitter during “Tweet Week” to your past experience with Twitter, Blogging, Facebook or other social media. (250 words minimum)

You must upload a link to your blog post by 9/21 deadline to the JSUStorytellers class blog via the comment section on the Tweet Week/Storify/Blog post.

Extra Credit: (10 points)

Install a free Twitter app on your phone, tablet or desktop computer and check it several times during the day, on at least two different days. Summarize your observations in your blog post. Note: [TweetDeck](#) is a great app for both iPhone and Android, and they have a great desktop app too (helpful if you don’t have phone app capability- you must create an account). Include in your blog which Twitter app you have installed.

Finally be prepared to do a brief two-minute presentation of your “**Tweet Week/Storify/Blog**” Assignment in class on Tuesday, September 23rd or Thursday, September 25th (time permitting).

Happy Tweeting, Storifying and Blogging!!!

@sunnyfridge

