Social Media Strategy Week: Trying out new platforms

1. The website Reddit (say "read it" in the past tense) advertises itself as the "Front page of the Internet." (A case study on Reddit's role in coverage of the Boston marathon bombings is in Chapter 8.) Registered users can add links and opinions in more than 60,000 categories (or "subreddits") and make comments about what others have added. Comments determine whether a post gets a high ranking on Reddit's main page.

Your assignment: Grab a news story off of VikingFusion and post it to Reddit, keeping the paragraph breaks, the byline, etc. You might have to spend a little time formatting. To do this, first you'll need to:
- Register for an account at reddit.com.
- Decide on a page title and select a "subreddit" category for the Fusion story. You will want to browse the subreddit categories. Subreddits you might choose from include Advertising, Journalism, Public Relations, News or Photojournalism. Subscribing to some subreddit categories will order or organize your homepage and cut down on the clutter.
- Add the story you chose.
- Click the "subreddit" category you selected to see your article. (Be patient; publishing can sometimes take several minutes.)

Once posted, you can use Reddit to monitor opinions about the story and see it move up in the rankings. You could also integrate Reddit into a blog, website or press release to show the number of comments received from other Reddit users. This takes time, of course, so the purpose of this assignment is simply to become acquainted with the Reddit interface and ecosystem. You might also generate attention by tweeting out a link to your article.

2. Register with Storify, a free tool that allows you to assemble elements from social media, from YouTube, Flickr and other sites, into a single page of content. For this assignment, you will create a Storify page for the same Fusion story that you chose for Reddit.

To get started, go to Storify.com and create an account. Take the tour and look at the examples there. Here are some examples of student work from previous semesters:
- http://storify.com/misskinseylane/by-the-numbers-super-bowl-xlvii
- http://storify.com/CardboardGerald/lakers-owner-dr-jerry-buss-80-dies
- http://storify.com/jasminechen/unc-celebrates-first-amendment-day

Your task is to select the best Tweets, videos and images to reflect your topic. Write a headline and text to connect those elements. Think of the Storify page as a way to distill information into a single page of content ordered in a way to tell a story. Feel free to experiment with elements, such as a list, a timeline, etc. Use the techniques and tools we've discussed so far. Do not merely post a large block of text or cut-and-paste from Word.