5 Twitter Power Tips for Every Newsroom

Twitter can be a newsroom’s most powerful weapon for information discovery and stronger reporting. With a billion messages sent on the social network every 2½ days, there's at least a tweet or two waiting for your next move. So, you want to improve your game in the Twittersphere?

Here are 5 rules to live by:

1. Hashtags—fusetheum

Hashtags categorize topics and help journalists tap into large conversations, and they’re the quickest way to cut through the chatter on Twitter. Not sure whether to create a new hashtag? Don’t—one will likely surface organically, unless you’re tweeting about something very specific and driven by your station.

CASE STUDY:

Create @CNNondemand hashtag for Twitter’s New Channel

In 2013, CNN announced a new channel called @CNNoD for their 24/7 streaming channel. They used a hashtag campaign to get mentions and drive traffic to Twitter. This helped them leverage their existing audience on Twitter and promote their new channel.

2. Have messaging manners

Try to reach a source through Twitter? It’s critical to understand the difference between public and private messages. Use Twitter's direct message (DM) function to ensure that their messages are not visible to other Twitter users.

3. Search smarter

Want to know what news is breaking? What people are talking about? Zero in on a location or theme by tapping into advanced search options that go beyond hashtags.

4. Make lists

They can be a journalist’s best friend

Twitter lists are a collection of feeds that users manage to follow only relevant trends, topics, journalists and other newsrooms. Lists can be key for keeping up-to-date with sources and being prepared ahead of breaking stories—and they’re one of the most valuable tools in newsrooms. Twitter allows you to create up to 1,000 lists per account. You can keep them private or share them with other followers. Set up lists directly on Twitter or TweetDeck.

CASE STUDY:

Check out how CNN International kept up with the address of Raja Taho Thaha in the Philippines during breaking news reporting.

https://twitter.com/cnn/lists/typohsen-updates

CNN uses lists to quickly follow editorial sources, newsmakers, journalists and news partners to group and capture the most relevant relevant lists of timely information. This is a tremendous service to our organizational reporting efforts, as well as a publicly available tool for our audiences.

5. Do dashboards

Dashboards are a one-stop-shop for newsmakers to manage and measure their social media. While traditional Twitter interfaces are useful, newsmakers can get an edge by using tools like TweetDeck or Hootsuite. With these tools, you can have access to relevant conversations, key lists and important hashtags.

Share Your Power Tips:

Share your best newsroom Twitter tips using @CNNPowerTips. We’d love to hear other ways to up our game!