



# Lesson Plans

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**NewsBrands**  
Ireland

An Initiative from NewsBrands Ireland.



## Social Media and Digital Journalism

Pages:

16 17



**40 minutes**

### Material to be used

Read the material on pages 16 and 17.

#### Optional Activities:

**Tweet Your own News Story** (useful in the absence of access to the internet/ computers)

- Students are all given one of the newspapers.
- They identify a news story and turn it into a Twitter feed as breaking news.
- Remind them about the 5Ws and the information on the anatomy of a Tweet on page 17.

#### Alternatively if you have easy access to the internet/ computer:

- The trending news stories of the day on Twitter could be accessed online.
- The popular Irish journalists on Twitter named on page 17 could be searched for and more information gained about them and their stories.

# Digital Media

Since the advent of the internet, our means of communication have greatly expanded, completely transforming the world of news. The digital era has introduced an instantaneous way of accessing news, often through news snippets online or through social media channels. This means at every second there are multiple news channels providing users with instant news feeds.

The news publishing industry has always been innovative and dynamic and today's newspaper publishers have evolved from daily print publishers to 24/7 news providers. Content is being delivered to readers faster than ever, and news publishers have embraced technologies and innovations that allow them provide greater value to the reader.

Every Irish newspaper has their own news website or multiple websites which offer

the same news as the printed newspaper along with additional unique online content including interactive content such as videos, podcasts, live feeds, and breaking news. Journalists across the newspaper publishing industry have become tech-savvy and their role is constantly evolving. In today's web-first approach, the main focus often is on breaking news and getting those stories on the web as fast as possible, on a 24-hour-a-day, 7-days-a-week news cycle. Some publications have set up "continuous news desks" with dedicated staffs that produce round-the-clock breaking news for the web.

Along with constant innovation, traditional news values must continue to be embraced and celebrated: reporting, verifying, fact checking and gathering eyewitness statements, to enable news publishers' core mission of helping readers become informed citizens.

## Social media has transformed how news is gathered, read, viewed, shared and circulated.



For journalists and news organisations, social networks provide an opportunity for connecting with people, distributing news stories and complementing news coverage with feeds from social media

## How Journalists Use Social Media

- Today's reporters use social media to break news stories, converse with people and showcase their stories
- News organisations all have their own pages on social networks, such as a fan page on Facebook, and use that to alert people to important news stories
- Journalists regularly use social networks to find sources for stories, such as eye witness reports during major events



## POPULAR IRISH JOURNALISTS ON TWITTER



**@cooper\_m**  
Presenter,  
The Last Word, Today FM



**@roisingle**  
Deputy Features Editor,  
The Irish Times



**@fionnansheahan**  
Editor,  
Irish Independent



**@McConnellDaniel**  
Political Editor,  
Irish Examiner



**@ElaineByrne**  
Columnist,  
Sunday Business Post



**@leofthemail**  
Political Editor,  
Mail on Sunday

