

YOUR SNAPCHAT JOURNALISM SKILLS

by Misty Montano

9NEWS Digital Content Manager

misty.montano@9news.com

@MistyMontano

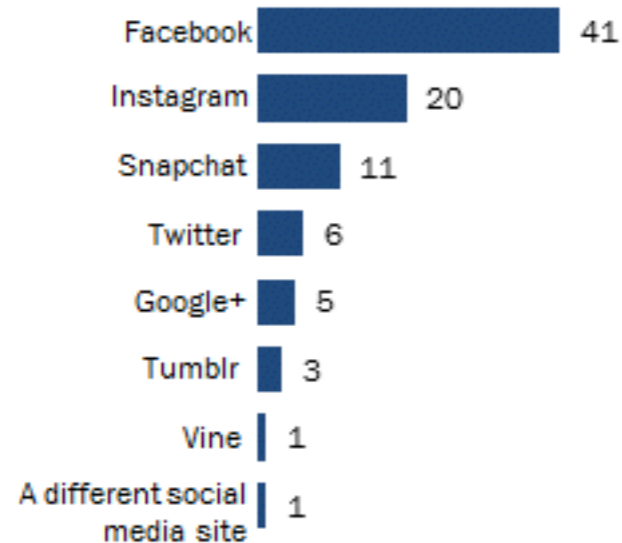
YOUTH CITIZEN JOURNALISTS

- Vocal
- Creative
- Forcing evolution of social networks, apps



Facebook, Instagram and Snapchat Used Most Often by American Teens

% of all teens who use _____ most often



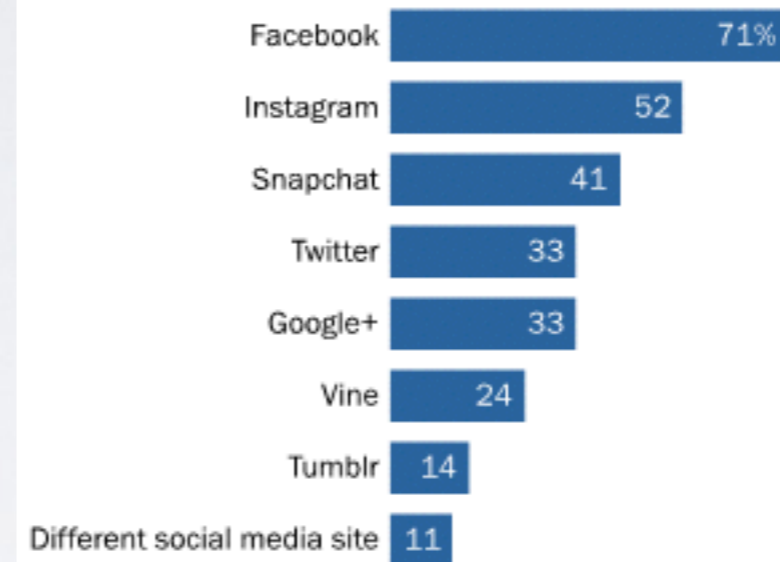
Note: "Don't use any" responses not shown.

Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015 (n=1,060 teens ages 13 to 17).

PEW RESEARCH CENTER

Facebook, Instagram and Snapchat Top Social Media Platforms for Teens

% of all teens 13 to 17 who use ...

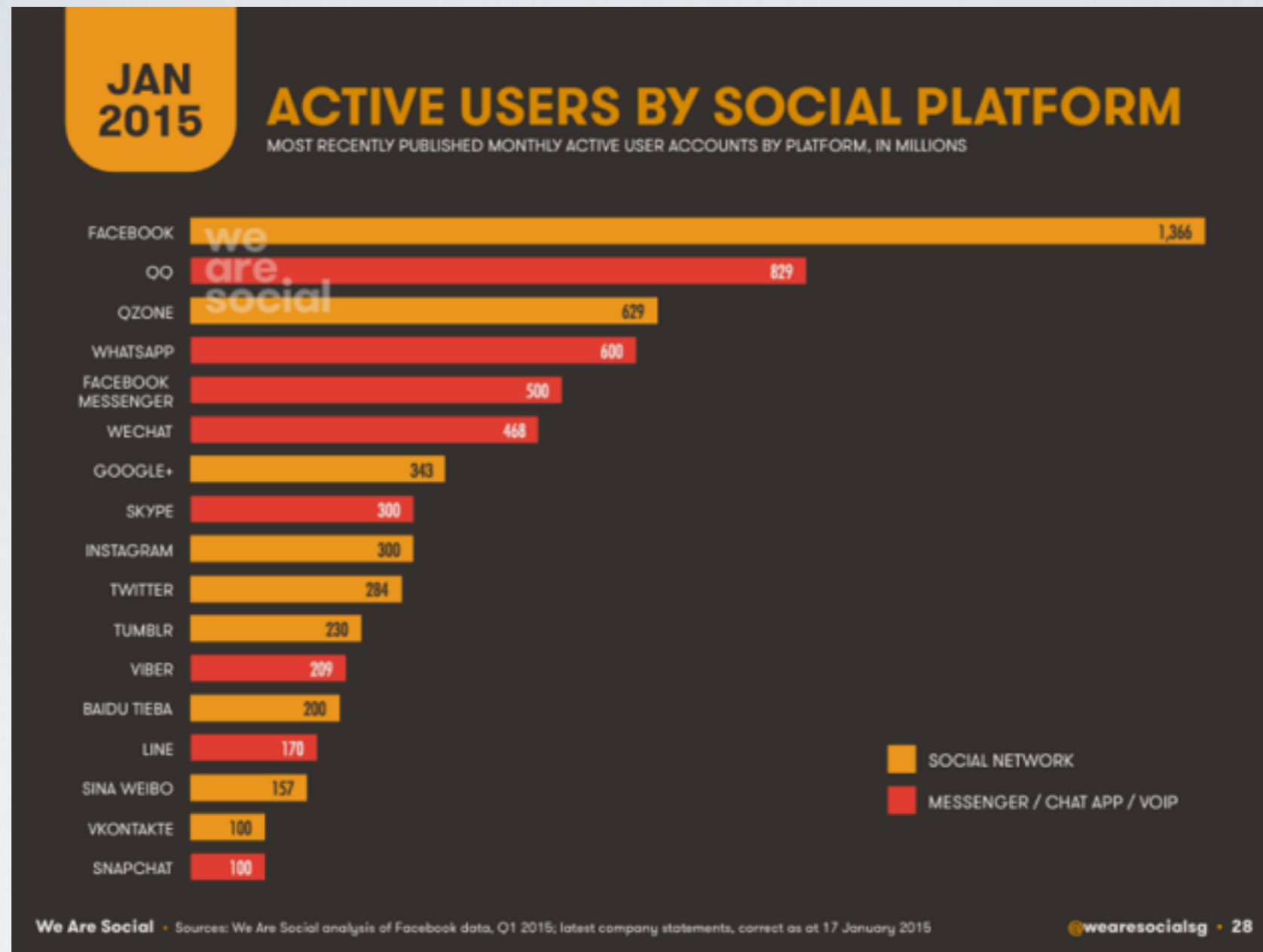


Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015. (n=1,060 teens ages 13 to 17).

PEW RESEARCH CENTER

TEENS, SOCIAL MEDIA & TECHNOLOGY OVERVIEW 2015

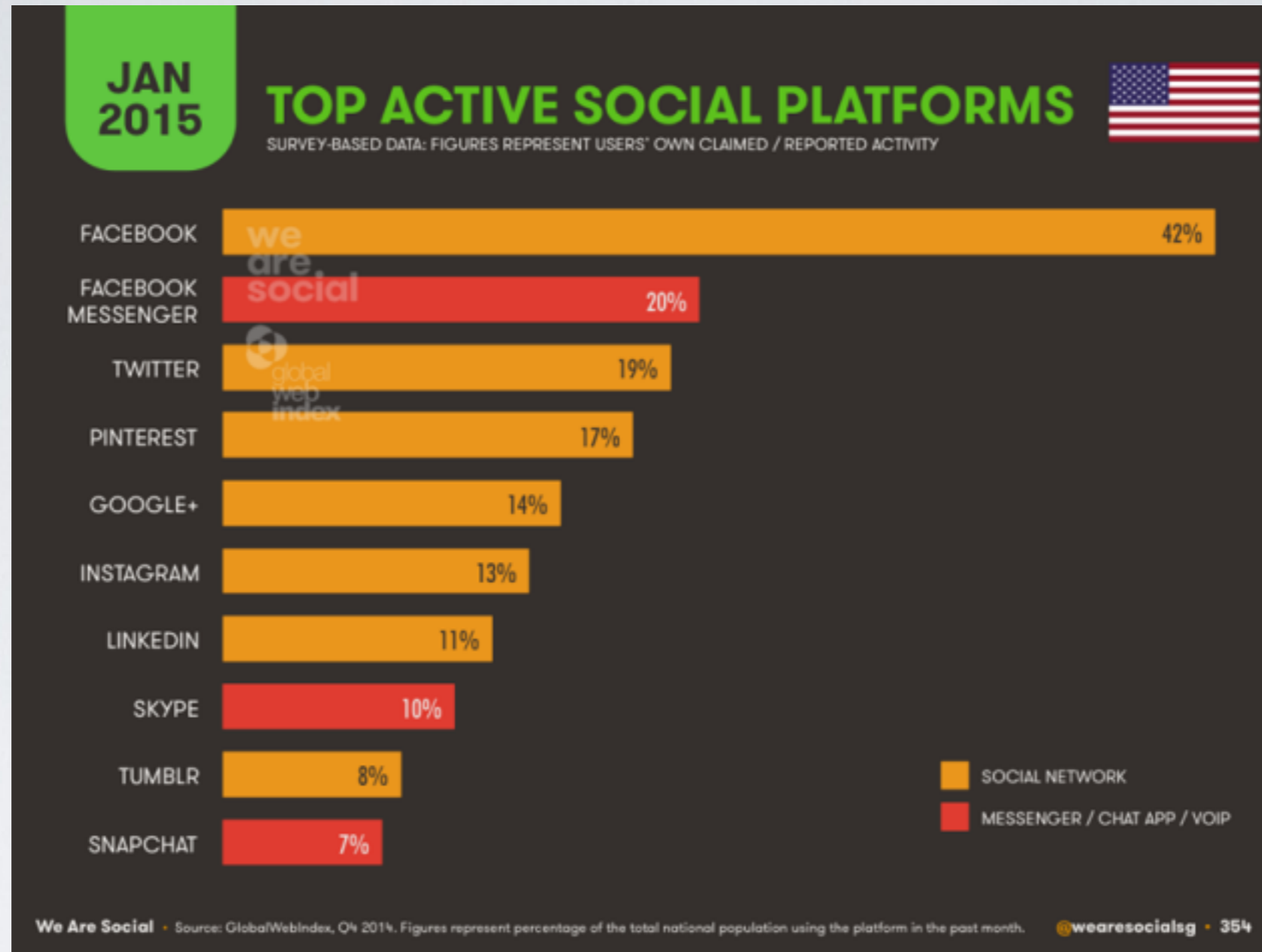
Pew Research Center - April 9, 2015



FOUR OF THE TOP SIX SOCIAL NETWORKS
ARE ACTUALLY CHAT APPS

marketingland.com

We Are Social's Digital, Social and Mobile in 2015 report



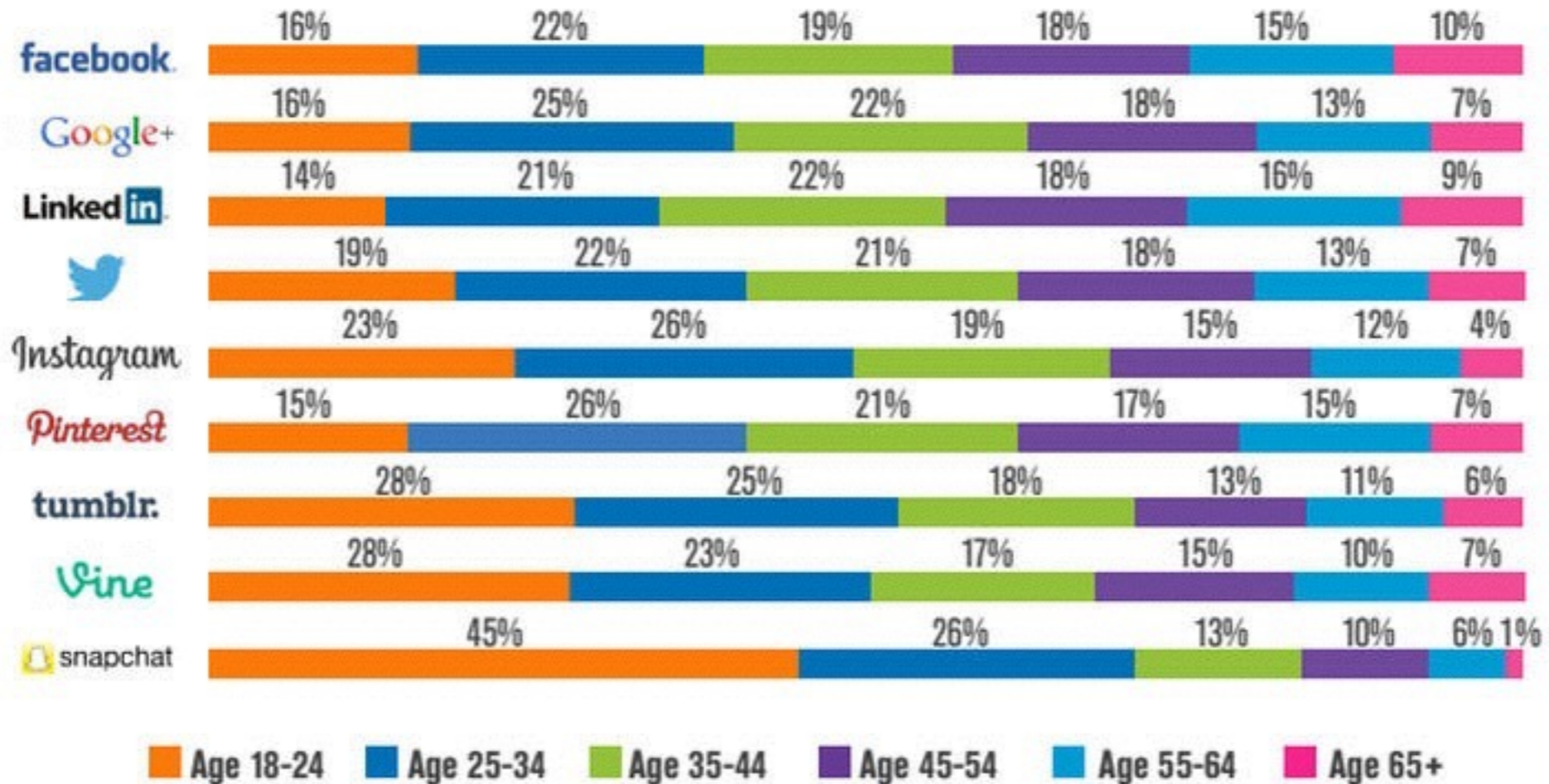
A LOOK AT THE U.S.

marketingland.com

We Are Social's Digital, Social and Mobile in 2015 report

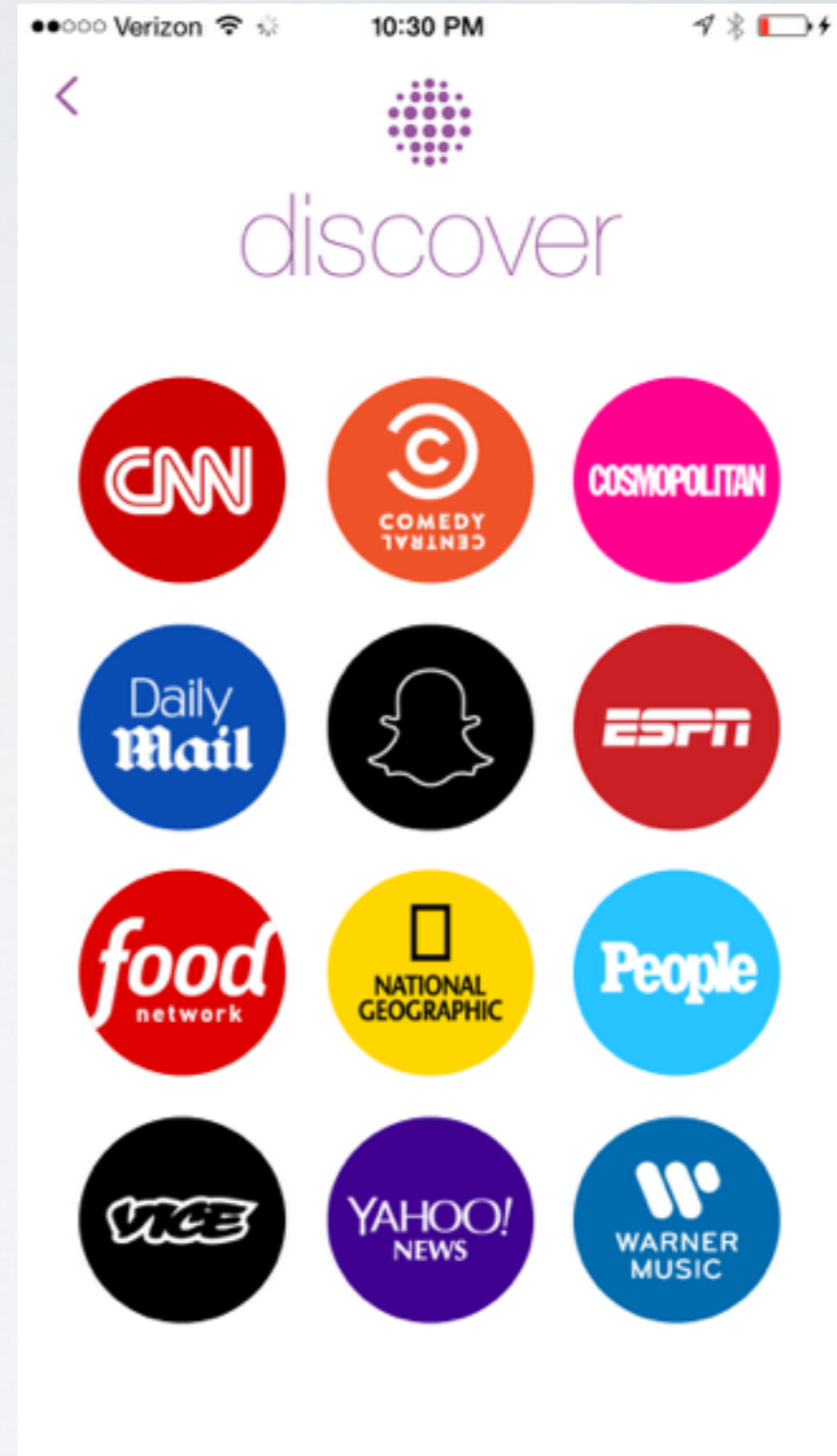
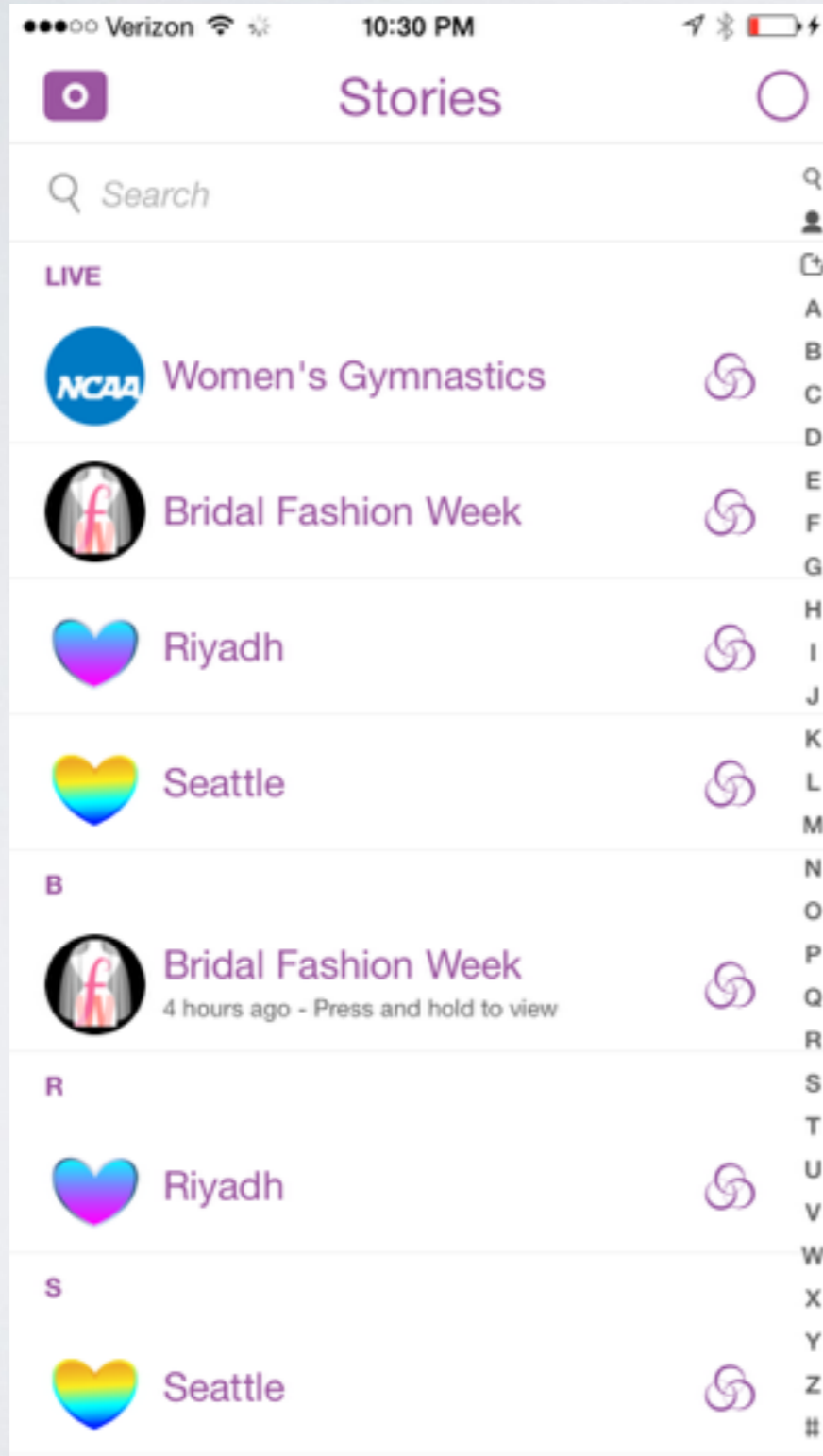
Demographic Composition % of Leading Social Networks

Source: comScore Media Metrix Multi-Platform, U.S., Age 18+, Dec 2014

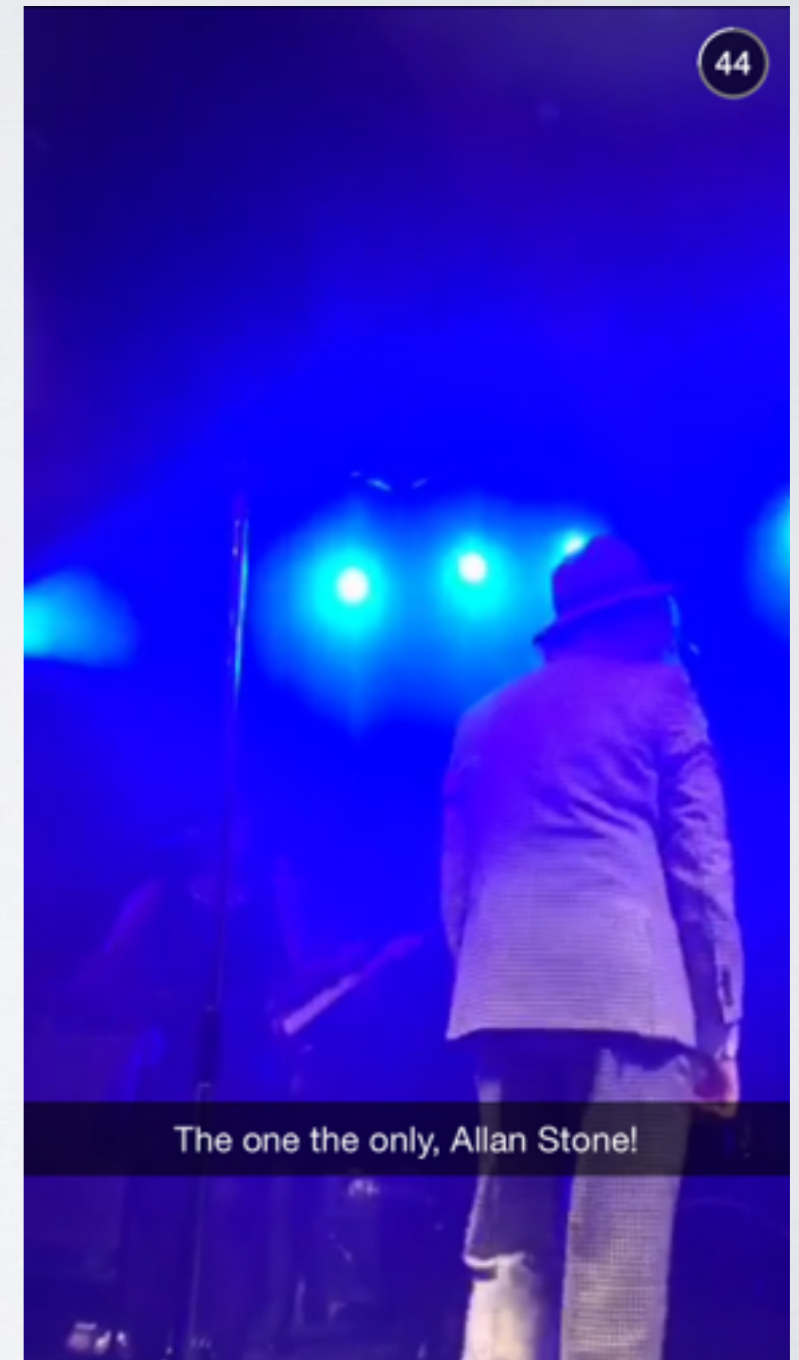


LEADING SOCIAL NETWORKS

by futurescape.tv



SNAPCHAT STORIES, COLLECTIONS





CNN

SNAPCHAT DISCOVERY



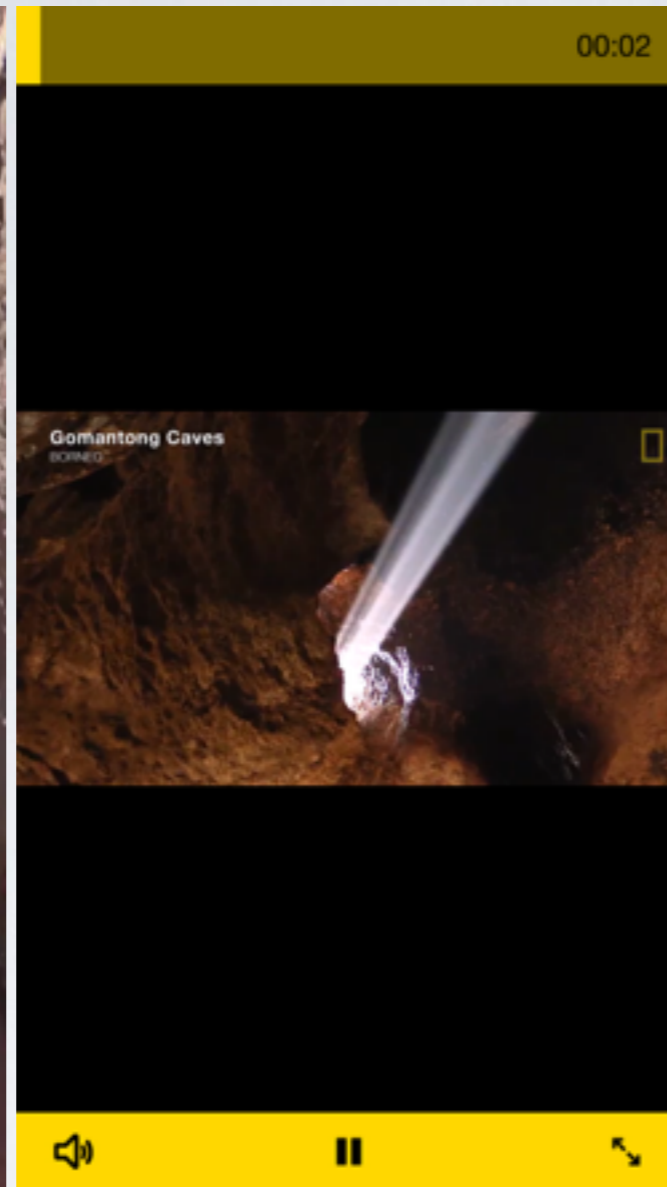
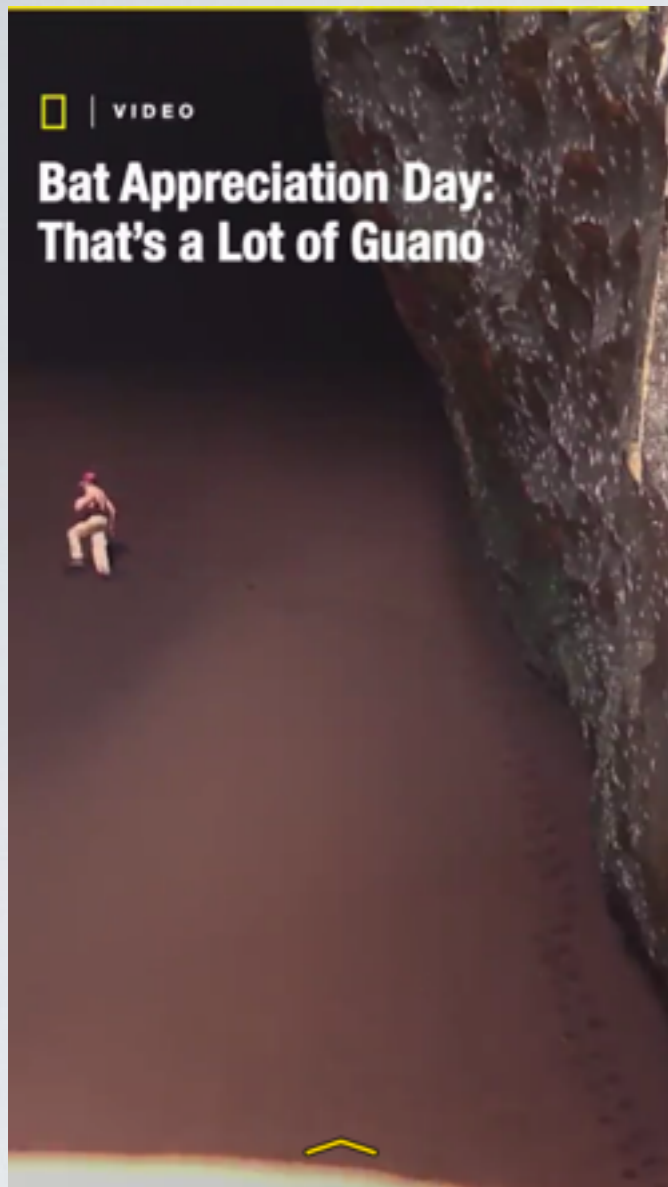
New 'Star Wars' teaser,
cast information
revealed at event



ANAHEIM, Calif. (AP) — The force won't officially awaken until December, but Star Wars fans got an early glimpse Thursday with the debut of a spooky new teaser trailer for "Star Wars: The Force Awakens."

The clip features the wreckage of a star destroyer, X-Wing battles, the Millennium Falcon in action, and a first look at Harrison Ford as Han Solo.

YAHOO NEWS
SNAPCHAT DISCOVERY



NATIONAL GEOGRAPHIC
SNAPCHAT DISCOVERY

SNAPCHAT MOBILE JOURNALISM

- Traditional journalism
- Creative in different ways
- Shorter pieces

MOBILE JOURNALISM

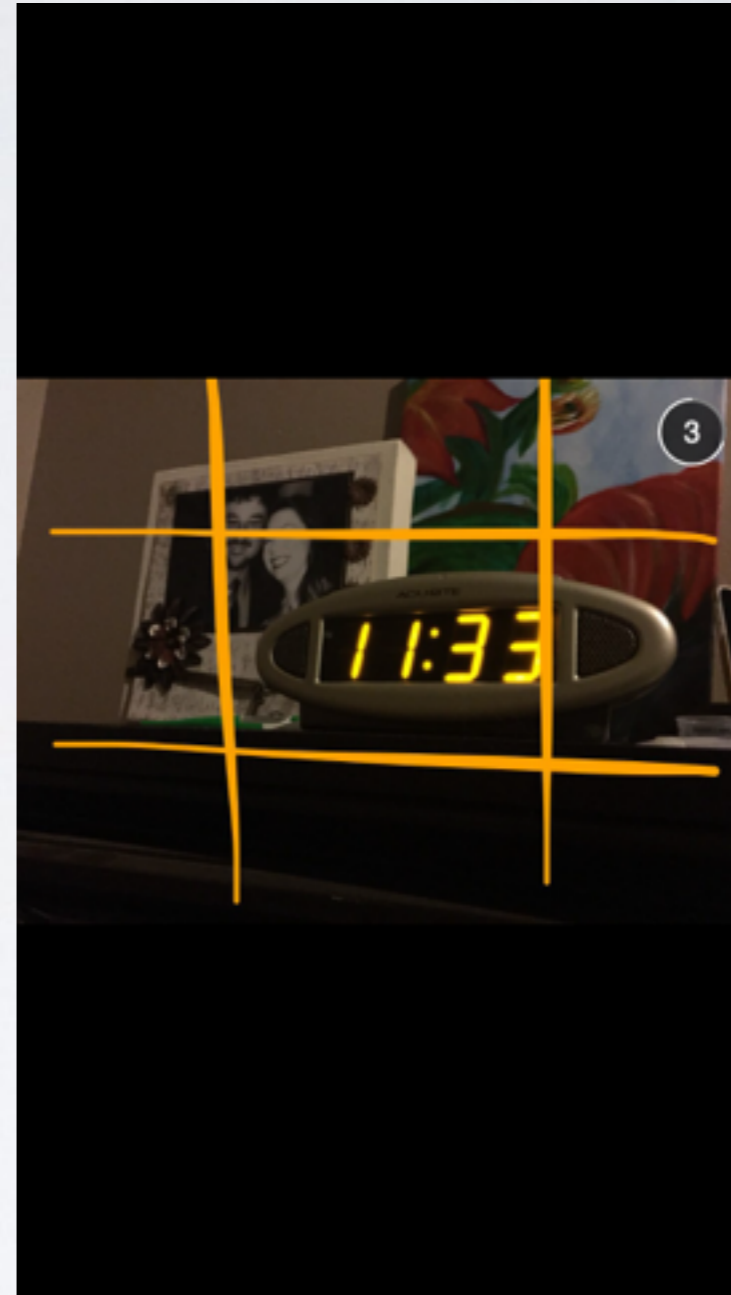
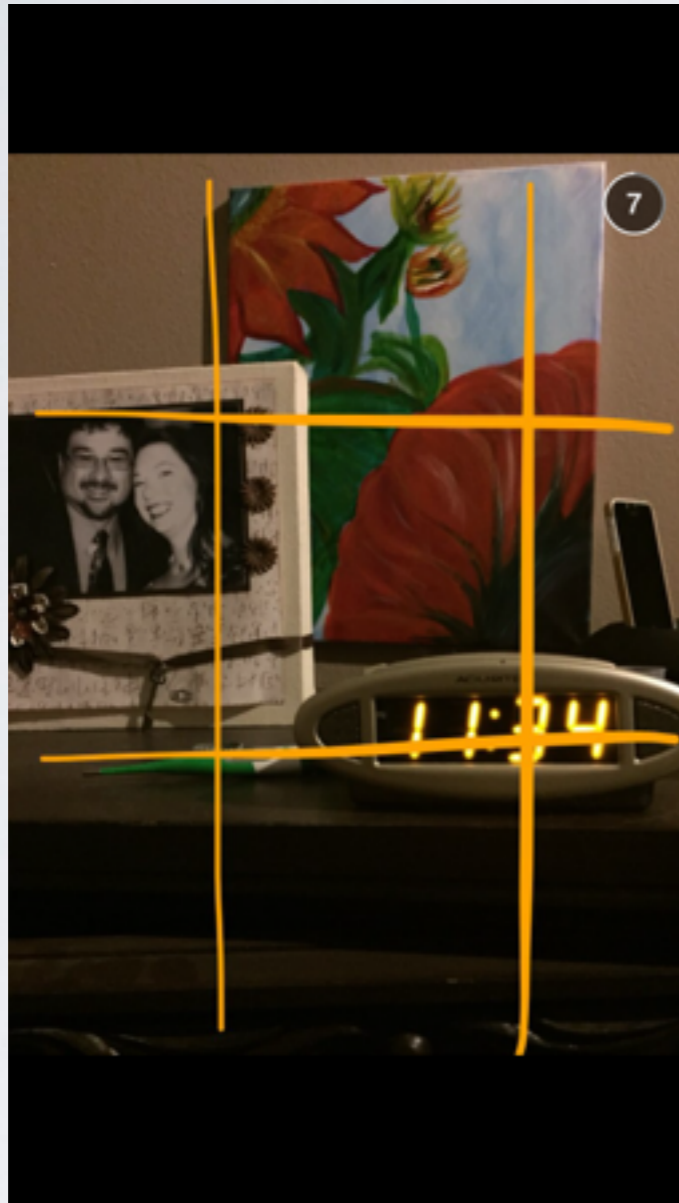
- Traditional journalism - Tell me a story

- Ethics
- 5 W's & H
- Grammar/Spelling/AP style
- Camera presence
- Shot selection
- Live or Produced
- Lighting
- Natural Sound
- Interview techniques
- Editing

MOBILE JOURNALISM

- Tell me a VISUAL story
 - #SayNoToVertical... **BUT**

#SAYNOTOVERTICAL... BUT



- Rule of thirds to making photos & video more interesting and dynamic

MOBILE JOURNALISM

- Tell me a VISUAL story
 - Framing - composition of the photo / video, wide, medium, tight, rule of thirds, etc.
 - Editing - parallel, jump cut, cutaway, match action, transition, mid motion, etc.

MOBILE JOURNALISM

- Creative in different ways



“Snapchat Story posts should be more than just a photo. If it’s not an interesting video, add a caption or use one of Snapchat’s location-based filters.”

~Tanya Sichynsky.
USAToday Sports

Lessons learned using Periscope and
Snapchat
NiemanLab.org,
April 13, 2015

MOBILE JOURNALISM

- Shorter pieces
 - Stand alone stories, pieces of content
 - Put together, like a Snap story, tell a full story

MOBILE VIDEO, PHOTO TIPS

- Turn on orientation lock
- Turn on airplane or do not disturb mode
- Do not zoom - iPhone 6/6+ turn off display zoom. Zoom lenses, apps are available
- Unmute your device, turn up the volume
- Use, experiment with free apps like Camera Awesome to help quality of photo or video.

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