

Connect With Your Audience By Using Online Social Tools

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WordPress

www.wordpress.com | wordpress.org

One destination Web site will set your brand apart. WordPress allows you to easily set up a site using simple software. Host it for free on WordPress.com, or use your own hosting service using the package available on WordPress.org.

Use for: destination Web site, blogging, publishing

Similar options: Joomla, EduBlogs, PressPublisher, Ning, HSJ.org, Google Sites



Vimeo

www.vimeo.com

Adding video coverage can present a whole new aspect to your stories. If you're looking to shoot video, there are many sites that allow you to publish it for free, then embed the clips on your Web site.

Use for: video sharing

Similar options: YouTube, SchoolTube, SmugMug



Flickr

www.flickr.com

There are many photo sharing Web sites, but Flickr is one of the easiest to use. Upload all of your staff photos, mark them as public or private, tag them, organize them in sets, and share them with the world.

Use for: photo organization, sharing

Similar options: SmugMug, Picasa, Snapfish, PhotoReflect



Vuvox

www.vuvox.com

Audio slideshows allow you to share photos with additional voice commentary. Reporters can either talk about the photos that were shot, or they may provide additional context using the subjects' own words.

Use for: photo slideshows

Similar options: VoiceThread



Issuu

www.issuu.com

On this site, upload word processing, spreadsheet, pdf, and presentation documents. Download them for use later, or embed them in other sites. This is a great tool for uploading the print version of your publication to easily share on your Web site.

Use for: document organization, sharing

What Is This?

More people get their news online than ever before. Many traditional print and broadcast organizations are embracing new forms of media, and you should, too! Try using some of these tools for expanding your reach and better serving your audience.

Check Us Out

We have created a Delicious account with links to all the sites here and much more:

www.delicious.com/JJTechnoNerdTips



A Few More...

There are many other sites that can help you connect with your audience.

facebook.com

Lots of people use Facebook. You can quickly connect with your community by creating a page or group for your publication. Provide exclusive content for subscribers.

digg.com, reddit.com, stumbleupon.com, popurls.com

Connect with similar stories and find related sources.

delicious.com

Share links with your audience to sites you use for finding information related to your stories.

scribd.com

Upload documents and share them with your readers.

wikispaces.com

A wiki lets you upload documents and share information. Use it to provide extra information for your audience.