

# **'I speak Politician'**

**Meaningful Social media engagement for  
legislative coverage**

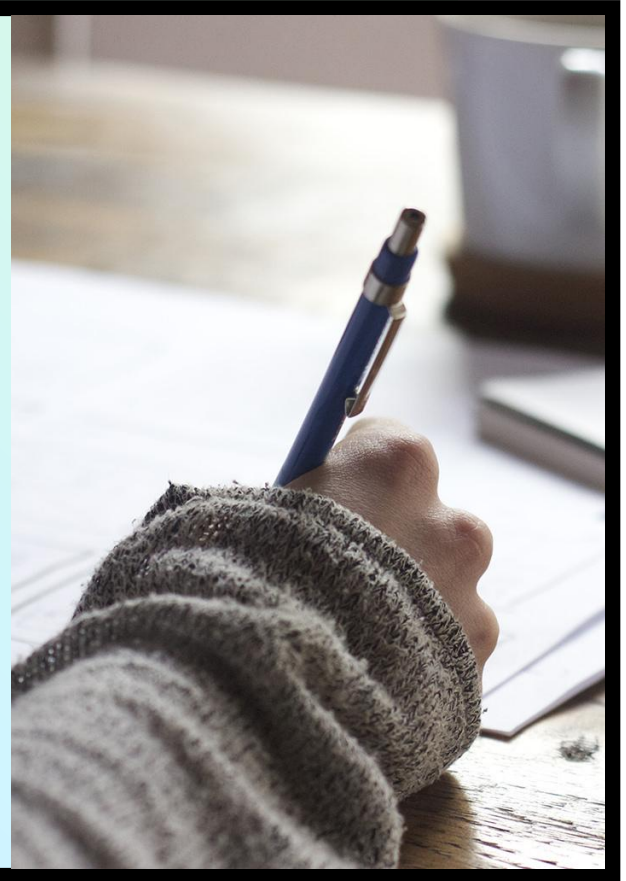
*Presentation for National Press  
Foundation Legislative Fellows.  
Austin, March 29, 2022*

# Hello!

**I am Teresa Frontado**

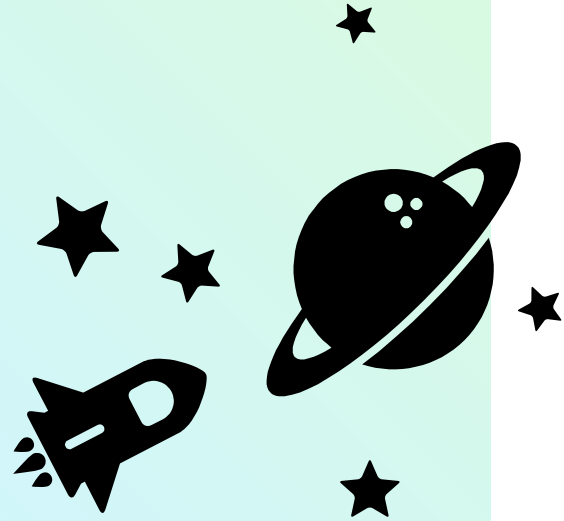
I am here because I love to give presentations. JK. I'm the executive editor of KUT News here in Austin.

You can find me at @tfrontado



# Big concept

The best way to avoid being drowned in a whirlwind of posts is to use social media with a purpose.



**1.**

**Really understand  
who's your audience**

**Hint: The answer should not be 'everybody'**

# Who are you talking to?

## Topics

Use data, not just your gut to determine what's your audience interested in.

What do they need to know?

How can you empower them to understand the issues at stake?

How can they help you do better stories?

## Platform

Where's my audience?

What's the best way to get to them?

Customize your stories to the possibilities of each platform.

Make sure that you have conversations and not monologues.

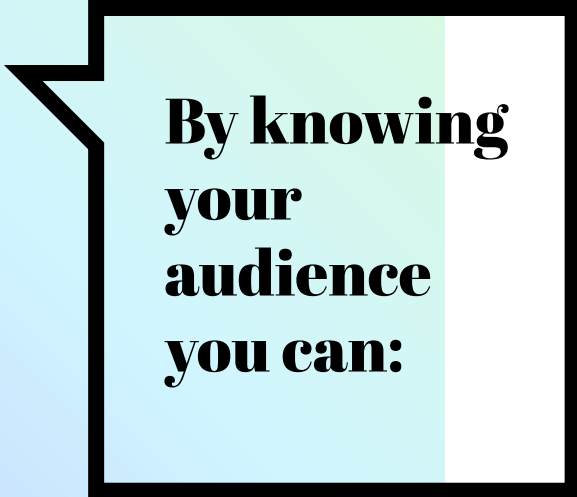
## Tone

Tell your stories, don't just promote them.

Avoid jargon.

What are you going to be known for?

Topline + Impact = posts that your audience will remember (and share)



**By knowing  
your  
audience  
you can:**

### **Create traction for your stories**

Studies show that information travels in circles (communities).

### **Fight misinformation**

A two-way relationship with your audience establishes you as a trusted news source.

Knowing your audience's 'hot buttons' can help you identify misinformation.

**“ Knowing your audience is what will help you build community.”**

**2.**

# **The power of pause**

Fighting misinformation and disinformation should be a priority

## **Do you really need to RT?**

### **Who's posting this?**

Is this a known  
person/account?  
Can this be a bot?

Check number of  
posts, followers,  
likes.

Check the URL,  
navigate to other  
content on the  
site.

### **Do your homework**

Use search tools  
to check claims  
and images.

Call/text/email  
the source(s)  
mentioned on the  
story.

### **What are the alternatives?**

Sometimes it's  
better to start your  
own thread with  
contextualized  
information rather  
than RT  
partial-truths or  
misinformation.



**Look for  
opportunities  
to promote  
news literacy**

- Explain why we do what we do
- Check, contextualize, explain
- Yes, you can repeat yourself

**“ There's no problem in journalism that can't be solved with more and better journalism. ”**

***Evan Smith***

***Texas Tribune***

**3.**

# **Protect yourself**

Take steps to ensure your digital safety



# Be proactive

## **Separate your professional and personal lives**

Be mindful of sharing personal information online.

## **Periodically check your privacy settings**

And talk to friends/family about theirs too.

## **Protect access to your accounts**

Turn on two-factor verification, use a password manager.

## **Verify your accounts**

Yes, that blue checkmark is still valuable.


## **Do not engage with trolls**

Document attacks. Mute or block. Go offline if you need to. One exception: act when you can be an ally.

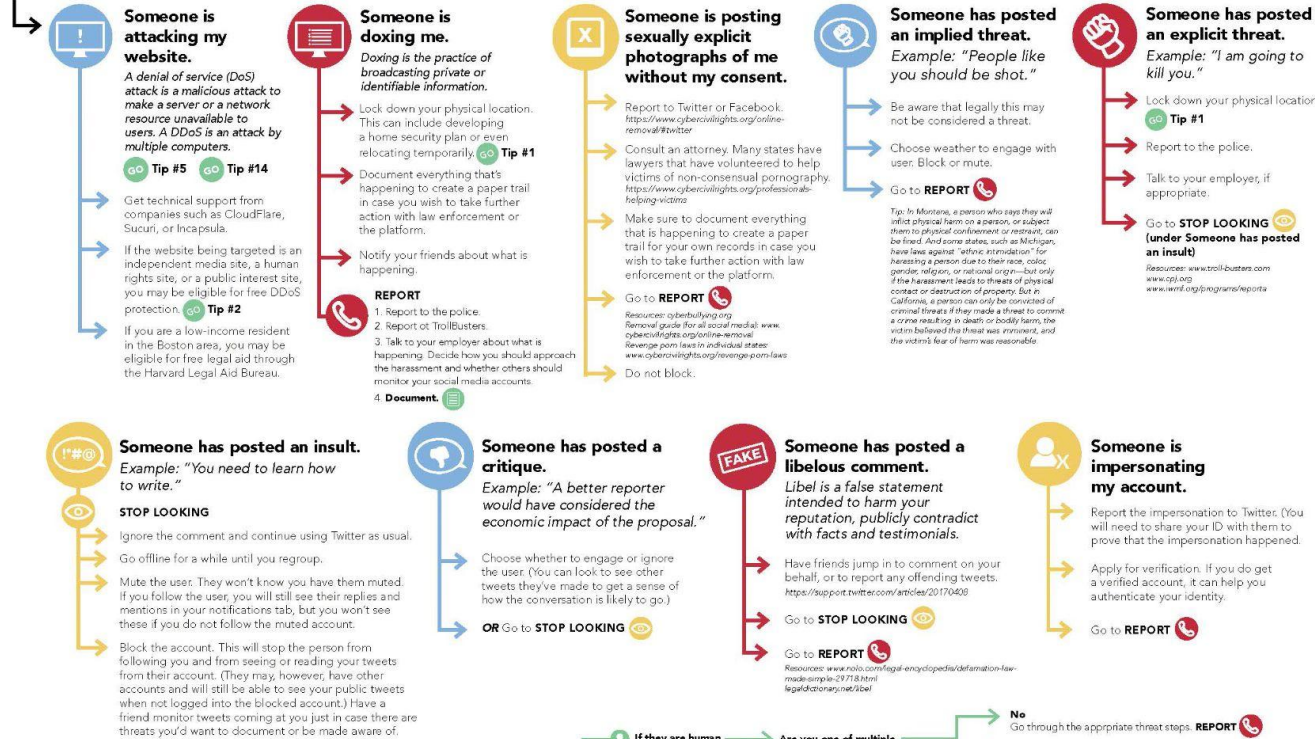
## **Report threatening behavior**


Notify SM platforms, your editors and authorities.

# ARE YOU BEING HARASSED ONLINE?

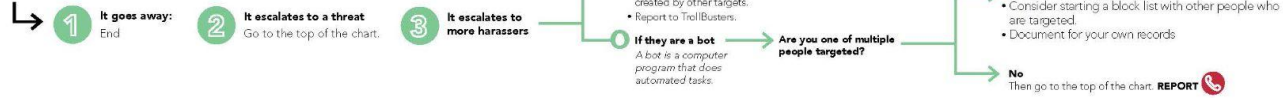
TrollBusters provides online pest control for writers, journalists and publishers. Report to [www.troll-busters.com](http://www.troll-busters.com). If you are not a journalist, check out our Resources for more tips and information. 

## Step 1: What is happening right now?



- Things to document** 
    - Number of threats.
    - Details (date, time, picture of threat).
    - Number of people involved.
    - Severity of the attack (implied/explicit).
  - Twitter Settings**  
Change Twitter settings to ensure you only see what you want.
    - You can filter tweets by only people you follow, which means that you'll only see notifications from those accounts.
    - Twitter also has a quality filter, which filters out lower-quality content from people you don't follow and have not recently interacted with.
    - In addition to being able to mute or block users, you can also mute specific words.
    - If you choose to filter or block your tweets, you may want to have someone check the offensive accounts to see if threats against you have escalated.
- For instructions on these features and how to use them, see <https://support.twitter.com/articles/20169398>.*
- Who to contact as a student**  
If you are a student, contact the Student Press Law Center, and report any incidents to your faculty adviser, if appropriate.

## Step 2: What happened next?



**4.**

# **Extra Resources**

**Some useful links about this topic**

## Some useful links

### [Twitter tips for keeping your account secure](#)

Series of steps to protect your Twitter presence. I love the URL-expanders plugin.

### [Safety Practices for social media](#)

From the Global Investigative Journalism Network & Rory Peck Trust.

### [Facebook Safety Tools](#)

Tips on staying safe, securing your account and protecting your information.

### [From RTDNA](#)

Training on Ethic Guidelines to stop the spread of misinformation and disinformation.

### [TrollBusters Guide to document online harassment](#)

Flowcharts tells you exactly what to do.

### [Trusted News Initiative](#)

Five ways journalists can combat misinformation.

# Thanks!

**Any questions?**

You can find me at @tfrontado  
and tfrontado@kut.org

