'I speak Politician'
Meaningful Social media engagement for legislative coverage

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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?

Step 1: What is happening right now?

1. Someone is attacking my website.
   - A denial of service (DoS) attack is a malicious attack to make a server or network resource unavailable to users. A DoS is an attack by multiple machines.
   - Tip #5
   - Tip #14
   - Get technical support from companies such as CloudFlare, Sucuri, or hopcast.
   - If the website being targeted is an independent media site, a human rights site, or a public interest site, you may be eligible for free DoS protection. Tip #2.

2. Someone is doxing me.
   - Doxing is the practice of broadcasting private or identifiable information.
   - Look down physical location.
   - This can include developing a home security plan or even resurrecting personally sensitive items.
   - Tip #1
   - Document everything that happens:
     a. Facebook, Instagram, Twitter, MySpace.
     b. Web searches.
     c. Videos.
     d. Audio.
   - Notify your friends about what is happening.
   - Report:
     1. Report to the police.
     2. Report to Troll Busters.
     3. Talk to your employer about what is happening.
     4. Share what you think should be done.

3. Someone is posting sexually explicit photographs of my consent.
   - When something sexually explicit happens, if it is not something you wanted to be shared, it is considered sexual harassment.
   - Report to Twitter or Facebook.
   - Remove all troubling photographs.
   - Contact an attorney. Many states have a private right of privacy that has been violated.
   - Tip #11
   - Make sure to document everything that is happening.
   - Block anyone who is worse than.
   - Go to STOP LOOKING.
   - Resources:
     a. Your local attorney.
     b. Your state's antifraud hotline.
     c. Your local government.
     d. Your state's consumer protection agency.
     e. Your state's consumer protection agency.
     f. A cyber security company.

4. Someone has posted an explicit threat.
   - Example: "Your statement is true."
   - Be aware that legally this may be considered a threat.
   - Choose what to do with.
   - Block or report.
   - Go to STOP LOOKING.
   - Resources:
     a. Your local attorney.
     b. Your state's antifraud hotline.
     c. Your local government.
     d. Your state's consumer protection agency.
     e. Your state's consumer protection agency.
     f. A cyber security company.

5. Someone has posted an explicit threat.
   - Example: "It is going to be.
   - Lock down your physical location.
   - Tip #12
   - Report to the police.
   - Talk to your employer.
   - If you're a professional:
     a. Report to your employer.
     b. Report to the police.

Things to document:
- Number of threats.
- Details (date, time, picture of Friend).
- Number of people involved.
- Severity of the attack (implicit/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 only see notifications from those accounts.
- Twitter also has a quality filter which filters out low-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 been identified.

For more information on these features and how to use them, see https://support.twitter.com/articles/129762.

Who to contact as a student:
- If you are a student, contact the Student Press Law Center, and report any incidents to your faculty advisor.

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.

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

TrollBusters Guide to document online harassment
Flowcharts tells you exactly what to do.

Safety Practices for social media
From the Global Investigative Journalism Network & Rory Peck Trust.

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

Trusted News Initiative
Five ways journalists can combat misinformation.
Thanks!

Any questions?
You can find me at @tfrontado
and tfrontado@kut.org