

Social Reporting

At the Internet Governance Forum 2009

What is social reporting?

Social reporting (sometimes called digital reporting) involves using digital media to capture conversations, information and different voices from a community or from an event.

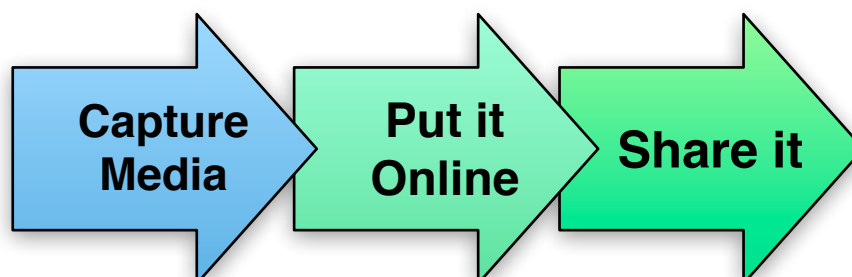
Social reporting might involve:

- Writing **blog posts** or **live blogging** from a meeting, event or discussion;
- Sharing short updates on **Twitter**;
- Carrying out short **video interviews** or **audio interviews**;
- Finding the **slides and presentations** from a seminar and posting them online;
- Taking **photos** of an event, or sharing photos of flip-charts and notes from discussions;

There are many different styles of social reporting, and you will need to find which style works best for you. However, it's important to remember that social reporting is not about creating a formal report. Instead, it can be about:

- **Bridging the gap** between people who are at an event, and those who are not, but who can still engage via the Internet;
- Sharing **insights, ideas and important conversations** from an event or community;
- Helping people in a community, or at an event, to share their own views on what has been going on **in their own words**;
- Providing your own reflections on particular themes of conversation you have found interesting;

Whichever media tools you use, and what ever your social reporting style, the process involves three key stages.



Before you get started

Before you head out with a digital camera or digital audio recorder, or before you start blogging - you need to think about a number of important things.

- **Who are you reporting for?** It is useful to have an idea of your audience in mind. What context or background information will they need?

- **What will you report?** Be selective. It's easy to get hours and hours of video or audio - but no-one will watch it all. How much time do your audience have? How can you find the most useful things to report on. Choose carefully what you will focus on.
- **What questions or themes are you interested in?** And what is your audience interested in. You may want to do quick background research.

Unlike formal journalism, where the journalist may try not to communicate their interest or passion or a subject, in social reporting, you can be part of the report too. As long as you keep it in balance with the goal of giving a platform to other people's views and voices - you can use your interest and passion for a subject in your reporting.

The Toolbox

You will use a number of different tools and websites as a social reporter. Each tool is good for a particular job. But we also need to bring all the information you create together in one place, and for that we are using Ning.


Quick insights & updates
via Twitter


Video Interviews
& audio clips



Live Blogging
with CoverItLive.com



Write ups and reports
via blogging



Brought together
on the Diplo Ning

Key Concepts

There are two key concepts that help explain how we can post media in different places across the Internet, but still bring it together in one place.

Tagging

A tag is any label or string of letters used to show that two or more bits of online media (twitter messages, videos, blog posts) are related.

Anyone can make up a tag. For IGF we are using the tag 'igf09', and you may use extra tags for particular themes or sessions at IGF. On Twitter, the convention is to put a hash (#) in front of tag words: E.g. #igf09 #access.

RSS feeds can be used to aggregate all the bits of media with a particular tag from most websites.

Embedding

Embedding allows the media uploaded on one website to be displayed on another.

For example, if you upload a video to the high-resolution video hosting website Blip.tv, you can 'embed' it into the Diplo Internet Governance website without having to upload it again here.

Look for 'embed code' or 'embed this' links on video and audio that you upload.

The Hub: DiploInternetGovernance.org

The DiploInternetGovernance.org website. is the place where we can bring together all the different media we have been creating.

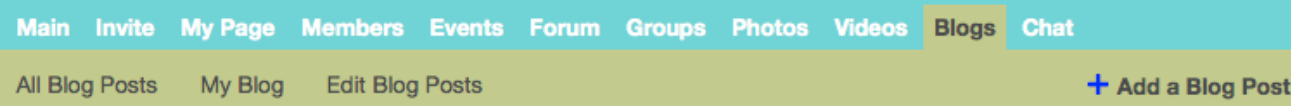
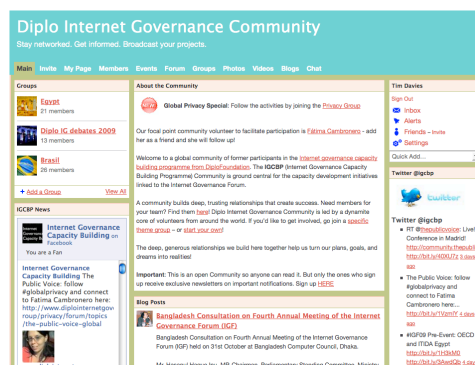
You can use the site to:

- Add blog posts directly;
- Upload photos and videos directly (*though for IGF we are uploading to Blip and Flickr first*)
- Embed photos, videos and audio from other websites;
- Invite comments and feedback on content.

1) Sign-Up

You will need to be a member of the site and to create your own profile before you can post blog posts and media.

Visit <http://www.diplointernetgovernance.org/> to sign up. Your registration has to be approved, so make sure you sign up as early as you can.



2) Posting blog posts

A good blog post shares a story, update or question from the event. When you want to add a blog post, choose the 'Blogs' tab along the top of the site, and then select '+ Add a Blog Post'.

Give your blog post a descriptive title, and then write your post. Make sure you space out the text clearly. Use the Link, Photo and File buttons to add links, photos and documents to your blog post.



You can embed videos, photos and audio from other sources, or from elsewhere on the site, into your blog posts.

Make sure you pick thematic tags for your post, and if you want, add your own extra tags, separated by commas.

Tags:



You can use basic HTML (HyperText Markup Language) in your blog posts for emphasis. For example, highlighting text and pressing the 'B' button above the text area will result in: `highlighted text` which means that the text between `` and `` will appear in bold when you save your blog post.

3) Posting videos

You can upload videos direct to the site as long as they are less than 100MB in size. For IGF we will first upload videos to Blip.tv (see later section) and then embed them into the <http://www.diplointernetgovernance.org/> site.

To upload videos direct, select the 'Videos' tab along the top of the site, and then choose '+ Add Video'.

If you are uploading a video directly, follow the prompts on screen. If you have already uploaded your video to Blip.tv, scroll down to find the '...or embed videos from other services' link. Go to find your video on the site where you have already uploaded it, and copy it's embed code into the box that is displayed before clicking 'Add Video'

Uploading videos can take a long time - so make sure you will have an Internet Connection available for a while before you start uploading.

Once you have added a video to the site, you may like to create a blog post to bring it to everyone's attention and to tag it.

4) Posting photos

The photos section is similar to the video section. You can upload photos direct to the site, or you can import photos from Flickr, the large photo sharing website. For IGF, please upload photos to Flickr first.

Select the 'Photos' tab along the top of the site and choose '+ Add Photos'. Either choose to upload photos from your computer, or, if you have already uploaded photos to Flickr, choose to import them now.

5) Posting Slides

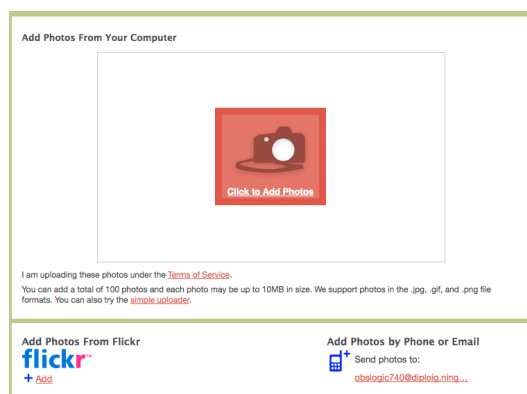
If you have got hold of a copy of slides from one of the presentations and you have clear permission to share these online, or if the slides from a session have already been shared online on sites such as SlideShare.net or Scribd.net, then, once the slides are uploaded to the internet, you can either:

- Embed them in a blog post with some explanation and commentary;
- Embed them in the video section as if they were a video.

6) Posting audio

If you have an audio file, you can either:

- Upload it as a file attached to a forum or blog post for others to download;
- Upload it to an audio hosting service, and embed it into a blog post;



The Toolbox: Twitter

Twitter is a great tool for social reporting. You can use Twitter to:

- **Share short updates** from workshops and meetings (Twitter limits messages to 140 characters long);
- **Share links** to media and reports you have just uploaded to the Internet;
- **Keep track of conversations** that other people are having about the meeting or workshop;

1) Sign Up

If you do not already have one, you will need to create a Twitter account to make the best use of it. Visit <http://www.twitter.com> to sign up.

Once you have signed up there, let other members of the social reporting team know your Twitter name, and find out their so you can 'follow' them.

2) Get set up

It can help to have a Twitter application on your computer or on your phone. One of the best is TweetDeck, which is available for PC, Mac and iPhone. TweetDeck shows messages you are following in columns, and you can set up columns to follow particular 'tags'. For example, set up one column to show everything on Twitter posted recently with the tag '#igf09' included in it.



Twitter applications will also help shorten long web addresses, which otherwise wouldn't fit into a message on their own. You can manually shorten addresses if you are not using an application by going to <http://tinyurl.com> or <http://is.gd>.

Whatever application you use, make sure you have a way of following all the recent messages with key tags in them (e.g. #igf09). You can do this through the Twitter website at <http://search.twitter.com>

3) Tweet

And make sure you include tags in every message.

For example, if you are in a session on Access, you would add #igf09 and #access to the end of your twitter message.

If you have room, you might also like to include the tag #diplo.

Blips - Video Interviewing & Audio Interviews

Short video interviews clips ('Blips') can be one of the best ways to capture and share a sense of what has been happening at an event.

A good 'blip' might be between 60 seconds and five minutes long. Often they are around two minutes long.



You might use a video blip, or a short audio interview to:

- Invite a speaker who has just been on a panel to **summarise** the points they were making;
- Invite someone who asked a question during a discussion to **elaborate** on their point;
- Get **views from a wide range of people** in response to a set question;
- **Capture on film a key insight** that you heard someone share during a discussion;

Capturing Blips

To capture a blip you will need a video camera or audio recorder. Check in advance that you know how to use it, and practice recording short clips. Test how well the audio records, and how the video and audio work when there is background noise, or low/high light levels.

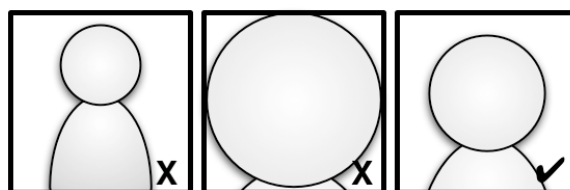
Once you know your equipment, look out for opportunities to capture your blips.

1) Invite someone to participate

Explain clearly that you would like a few minutes of someone's time to capture their views, and that it will be uploaded to the Internet afterwards to help get a wide audience for the issues that the blip will be about. *Often getting speakers who have been on a panel to take part in a Blip involves hanging around until you can find a moment to talk to them just before they leave.*

2) Find a quiet space with good lighting

It doesn't need to be silent, but you should know from your test what conditions you need to get a good quality blip. Line up your video shot so that the head and shoulders of the person you are interviewing are in frame, and so that you are close enough to get good audio recording.



3) Start recording and introduce the person you are interviewing and give some context, then launch into your questions.

People are often more natural, and able to talk briefly, if you go straight into the interview. If you talk about the questions before hand, often the people you interview will talk for a lot longer - which isn't so good for a blip. Aim to capture your clip in one take.

Here is an example of how the conversation for a blip interview might go:

Interviewer: *Have you got 3 minutes for a short video interview? I would really like to capture the point you made about Internet access on film for our social reporting. We are uploading clips of many speakers and delegates views for a wider audience online?*

Subject: *Of course.*

Interviewer: *We should step just over there - where it is quieter and the camera will pick up your voice best.*

Subject: *Ok. What questions are you going to ask?*

Interviewer: *I'm will ask about the point you made on the panel just now. Ok - I'm ready to start recording.*

[Switches video recorder on and frames the shot]

Interviewer *(recording, from behind the camera, to give context on the start of the clip): I'm here with Mr Howard, who has just been talking on the Internet Access panel at the Internet Governance Forum 2009. Mr Howard, you were just talking about the importance of rural Internet access. Can you tell us a bit more about that.*

Subject: *(replies with a summary of their talk).*

Interviewer: *(adds a follow up question... and after the subject has replied, ends the interview by saying:) Mr Howard, thank you very much for your time and for sharing your views.*

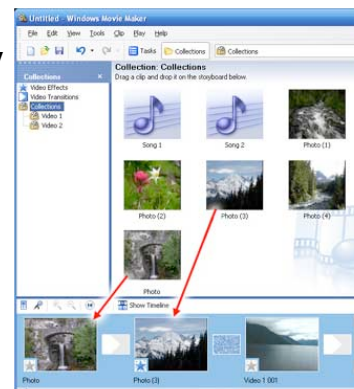
[Stops recording].

Notice that the interviewer records a short introduction on the start of the blip - with details of where it is being capture and the context. Because the blip could be embedded on the Internet anywhere, this makes sure that it is never watched entirely 'out of context'.

4) Edit your blip, and upload it to the Internet

If you managed to create your Blip in one single take, then you may be able to upload it directly to the Internet. Otherwise, you will need to edit it first.

Most computers have basic free video editing software on them. For example, on Windows, there is Windows Movie Maker, and on Mac you will usually find iMovie. These allow you to shorten and assemble together clips - and to add titles to your clips. See the help in each programme for basic information on how to edit a clip.



It can be useful to add a title on the start of your clip with the name of the person in the clip, the data it was taken, and the context it was taken in.

Once you have edited your blip, you can upload it to the Internet. You can upload direct to the <http://www.diplointernetgovernance.org/> site (see above) or you can upload it to sites like YouTube and Blip.tv.

Blip.tv provide high quality video hosting. For IGF09 we have an account. The username is 'igf09'. Ask one of the Social Reporting facilitators for the password.

Once you have uploaded your blip, you may want to embed it into a blog post on the <http://www.diplointernetgovernance.org/> site, along with a brief text description or transcript of the blip for those who may not be able to watch the video itself.

Live Blogging: Cover It Live

CoverItLive is a 'live blogging' tool. Using CoverItLive you can share text updates as a workshop or meeting is taking place, and people outside the event can follow your updates.

They can also send in messages, which you can add to your live blogging - and you can aggregate into the live blog at the twitter messages being sent with a particular tag.

1) Sign Up

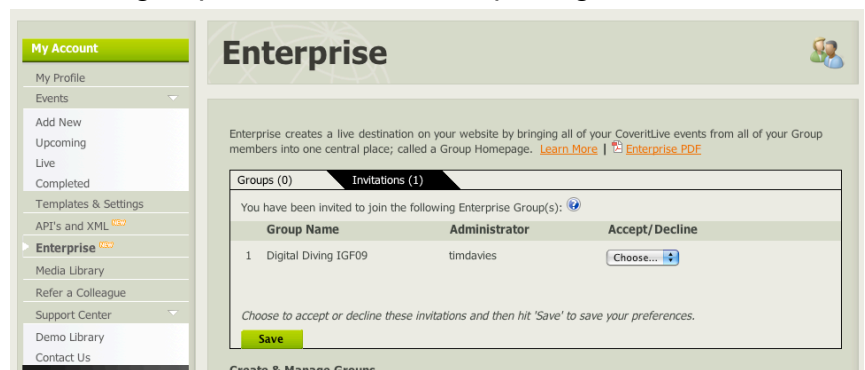
If you are going to live blog a meeting or workshop then you will need to sign-up with CoverItLive, or ask the Social Reporting facilitators to provide you with a username and password.

Sign up at <http://www.coveritlive.com> and take a note of your username.

2) Join the IGF09 Group

We have an IGF 'Enterprise Group' on CoverItLive, which means all our live blogging can be displayed together. To be invited to the group - ask the Social Reporting facilitators to invite you (make sure you tell them your username).

You will need to accept the invitation by going to the 'Enterprise' section of the 'My Account' page when you are logged in to CoverItLive, and looking for 'Invitations'.

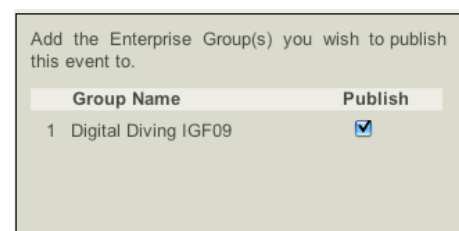


3) Setting up to cover a meeting or workshop

In advance of the workshop you will be live blogging, go to the 'My Account' section of CoverItLive, and choose 'Events' -> 'Add New'.

Enter the title of the workshop you will be covering, it's time, and the Time Zone (GMT + 2).

Select 'Next'. Ignore the 'Viewer Window' options, but make sure you check to add your new live blog to the **Digital Diving IGF** group.



If you wish to pull in messages from Twitter into your reporting, select 'Add Twitter Feeds' and enter the usernames of people whose tweets should be included, or enter the search terms to use in pulling Twitter messages into your coverage (for example, search terms of "#ifg09 AND #access" will pull in all tweets tagged both igf09 and access, for a workshop on access.

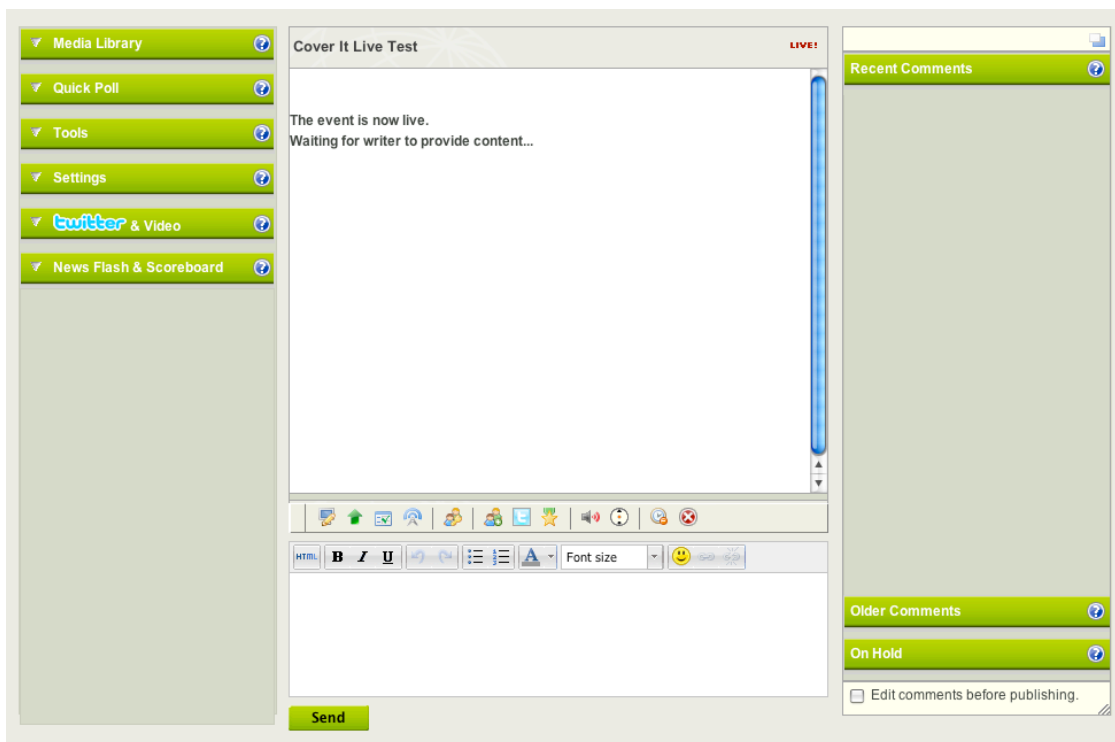
Save your new event.

4) Launching and Live Blogging

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When your event is about to start, return to the 'My Account' page of CoverItLive and choose 'Events' -> 'Upcoming'.

Select the link entitled 'Launch your event'. The CoverItLive console will open, and you can set your reporting 'live'.



At this point, you might like to alert people through Twitter and other tools that you are running live coverage. They will be able to find your coverage at <http://www.netvibes.com/igf09#Reporting>.

Throughout the meeting you are Live Blogging, you type your messages in the text area in the middle-bottom of the screen, and press send when you are ready to send your messages.

If you have allowed, in the 'Settings' for other people to add comments, incoming comments will display on the right, and you can moderate these to allow them to be displayed to all the people following your live blog. You may or may not get input from people following your live blogging online.

There are also features for polling and adding media and videos to your live blog. Experiment with these in a test CoverItLive before you use them when LiveBlogging.

5) Finish and share

When the meeting or workshop ends, stop the live blog. 

You will then be able to download the archived text to review or upload to the static <http://www.diplointernetgovernance.org/> blog.

Often, it can be useful to summarise your live blogging for the static blog, drawing out one or two key points.

Other Tools

This guide has only covered a small number of the social reporting tools that we might use to capture interviews, insights and ideas at IGF. A few more possible tools are mentioned below.

Slide Share

SlideShare is used for sharing presentations and documents online. It converts power point presentations into easy-to-browse files.

You can sign up for an account at <http://www.slideshare.net>

If you create a presentation, or you are given permission to share a presentation by a speaker, then you can upload it to SlideShare.

SlideShare presentations can be embedded in blog posts and other websites.



Flickr

Flickr is a powerful photo sharing platform. You can upload your digital photos with descriptions, tags and locations.

You could upload photos from around the event, or you could take photos of flip-charts and notes after a workshop and upload these.

You can sign up for an account at <http://www.flickr.com>

Use the tags 'igf09' and 'diplo' against any photos you upload.

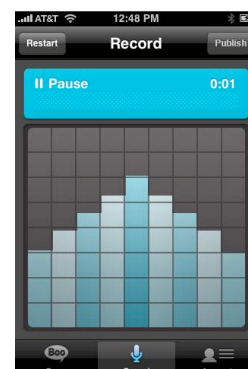
AudioBoo and iPadio

AudioBoo and iPadio are tools for creating audio interview. AudioBoo runs on the iPhone, whereas iPadio runs from any phone (but may involved international call charges).

You can find out more at <http://www.audioboo.fm>, or <http://www.ipadio.com>

To use AudioBoo, search for it in the iPhone application store and download it to your phone.

You can then hit record in the application, and it will capture audio. Carry out interviews as your would for a video blip. You can take a photo and set the location of your AudioBoo.



And more...

If you have an idea for a social media tool we could use in capturing media, stories, views and ideas from the IGF, talk to the Social Reporting facilitators and suggest it....