

From the office of:
The Campanile
50 Embarcadero Road
Palo Alto, CA 94301



Breaking News Beat and Social Media Beat

Breaking News Beat:

Objective: Familiarize students with a fast-paced work environment that deals with the time-sensitivity of the internet. Students will learn how to use local friend networks to find news suitable for Campanile online.

Procedure: Students will join a Facebook group with other Breaking news beat people and social media people. They will be assigned breaking news stories to write sporadically or will take it upon their own time to write breaking news stories. These stories will be usually short. They will then share story to jonathan@mziegler.us, get it quickly edited by Jonathan and will upload it online.

Evaluation: Evaluation will be based off of your ability to write stories in a short period of time and get them up with few grammatical errors. Failure to write story at a Theeds or Jonathan's request in A) not so timely manner B) not at all will result in a discussion with all Theeds and Jonathan.

Social Media Beat:

Objective: To ultimately enhance readership by providing a social outlet to feel that people can connect with the Campanile.

Procedure: Student will write Facebook Posts/Tweets for one whole week. They will right 4 tweets per day and 2 Facebook posts (for seven days... 42 posts in total). Students will alternate weeks. Also, students will write out posts/tweets on a google doc, get them submitted, and then schedule them to our designated facebook and twitter feeds.

Evaluation: Evaluation will be based off of ability to get scheduled content approved before the week of posts actually start. Failure complete this assignment before the time due will result in a discussion among Theeds and Jonathan. **NO EXTENSIONS ARE GIVEN**