

YOU ARE INVITED to a Pop-Up Newsroom



WHEN: National Media Literacy Week
November 6-10, 2017

WHERE: Social Media

HUH? Here's what you need to know

Media Literacy Week Pop-Up Newsroom

We live in a hyper-connected world that can divide us rather than unite us. During National Media Literacy Week 2017, students in the Journalism Department at California State University, Northridge will create an innovative virtual news cooperative to harness the positive power of media to promote inclusiveness, engage underrepresented voices, and connect diverse communities.

Join the Pop-up Newsroom and cover your media literacy event like a journalist. Everyone who participates will help spread media and information literacy by collaborating with students and colleagues around the world to extend the reach of Media Literacy Week activities and events nationally and internationally.

What is a Pop-Up Newsroom?

A Pop-up Newsroom is a way to re-imagine the role of a journalist. In a Pop-up Newsroom, every citizen is a journalist who creates news independently with social media by posting text, photos and videos to bring their stories forward to the world. It removes the constraints of a traditional newsroom and bulky media equipment for news coverage and gives way to the creation of a much larger, international news operation. All you need is a smartphone.

What is the goal of the Media Literacy Week Pop-Up Newsroom?

For more than a decade, media and information literacy education has been celebrated around the globe during the annual GAPMIL Global Media and Information Literacy Week (MIL) and Media Literacy Week in the United States and Canada. The purpose of the *Media Literacy Week Pop-up Newsroom* is to empower a vision of intercultural understanding that challenges us to confront all forms of prejudice and discrimination. The goal is to make our message trend on social media!

How do I participate?

Anyone with a smartphone and access to social media can participate. All you need to do is cover your media literacy events and activities by tweeting, posting, and commenting about what you're doing on Twitter, Facebook, and Instagram. Encourage participants to collect media literacy stories to facilitate a dialogue on their social media platforms with other students, teachers, community and youth groups, and media professionals. Assign different roles and responsibilities – Twitter, Facebook or Instagram Monitor – to ensure you get the most out of your posts. All posts created on social media across different platforms must share the common hashtags: **#MediaLitWk** and **#BeMediaLit**

Participants have three major responsibilities:

- ✓ Create individual posts on social media (Facebook, Twitter, and Instagram)
- ✓ Retweet (RT) and share posts from fellow classmates, friends, and colleagues
- ✓ Retweet and share posts from people across the country and around the world

Pop-Up Newsroom Guidelines

How to post:

- Don't automate across all platforms. It is important not to use the same post on all social media platforms. Make changes in your post that best suit the platform.
- Make sure to use different types of posts on different social media platforms.

Facebook	Twitter	Instagram
Articles from newspapers	Articles from newspapers	Article screenshot
Plain text	Plain text	Images
Images	Images	Videos
Videos	Polls	Live
Live	Live	Do not use story
Slideshows	Gif	Do not use irrelevant filters
360 photo		

- Don't overshare. Each social media post requires some time to reach people. Do not keep posting constantly. Give enough time between each post, RT or share.
- Ensure all your posts are public so that others may easily share or comment.
- Find news articles or videos that relate to the theme and share from the original source.
- To search for posts by others participating from across the country or around the world, simply search for the hashtags to RT or share the post you like. Make sure the post you share is current and not a post from previous years.

Hashtag:

- Use the two main hashtags on all your posts: **#MediaLitWk** and **#BeMediaLit**
- Always keep in mind to use the right number of hashtags based on the social media platform. For example: Instagram encourages maximum use of hashtags for better reach, while on Facebook the fewer hashtags maximize greater reach of each post.
- Check what is trending that day on each social media platform and, if possible, try to integrate the trending hashtag along with your post.

Keep in mind:

- Keep in mind the different time zones across the country and around the world and post accordingly.
- Don't believe everything you read. If you are sharing an article or blog from Facebook or tweet from Twitter, consider the source or author and check its credibility before you share it on your social media.
- You lose your credibility if your post doesn't read correctly. Spell check all your posts and be grammatically correct.
- Do not post in ALL CAPS.

Make the most of your post:

- Interact with your audience. If someone comments on your post, acknowledge them and respond respectfully.
- Start a discussion. Engage your audience to interact by asking them questions with regard to the theme. Give them an opportunity to speak and share their opinion.
- Encourage friends and family on your social media to participate, like, share and comment on posts.