




social media,  
newspapers  
& Mayberry

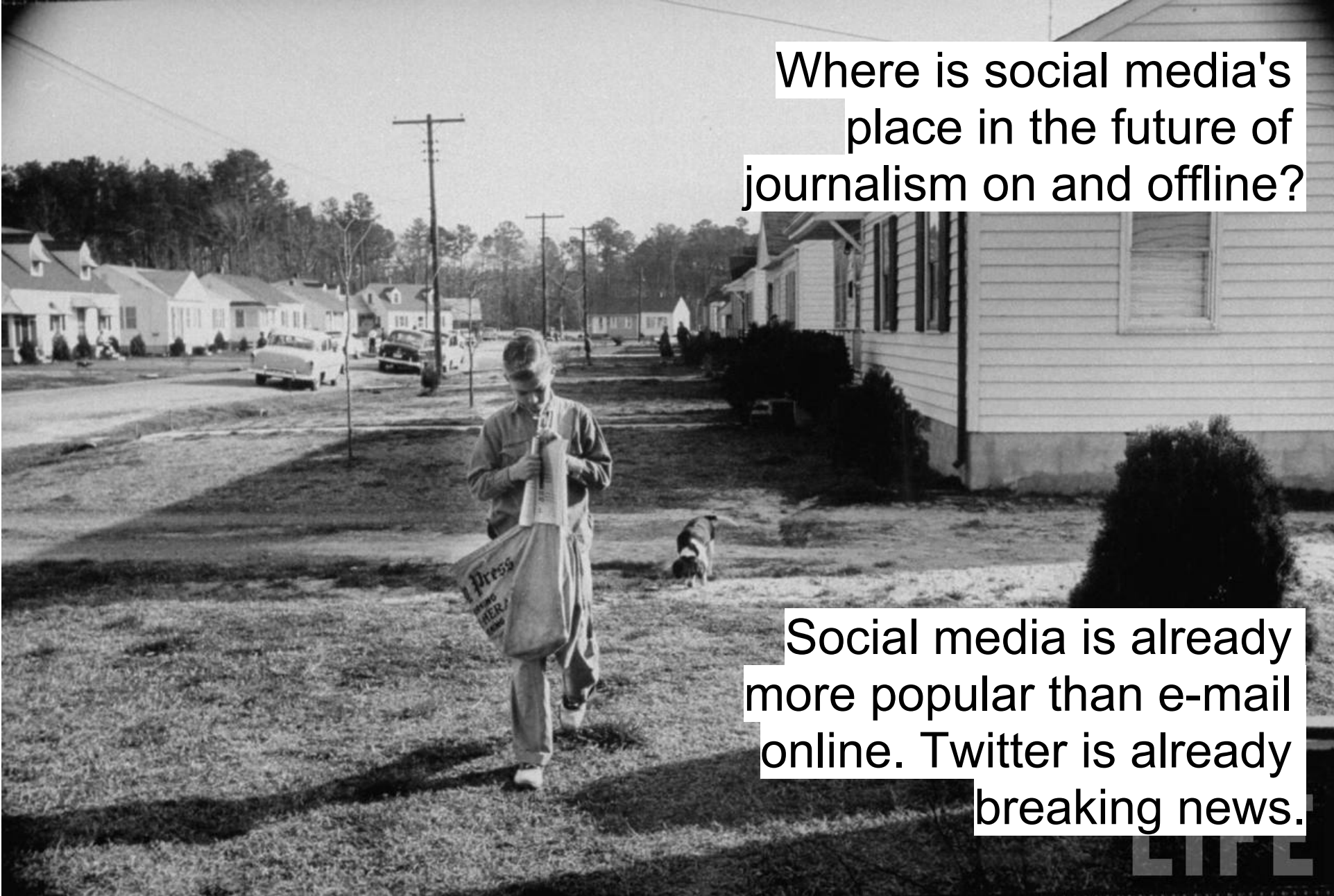
Mike Koehler, Multimedia Editor,  
Oklahoma Publishing Company  
Oklahoma State, March 3, 2009



Where is social media's  
place in the future of  
journalism on and offline?

Social media has created  
a toolbox that big  
communicators will use to  
keep themselves small.

LIFE



Where is social media's  
place in the future of  
journalism on and offline?

Social media is already  
more popular than e-mail  
online. Twitter is already  
breaking news.

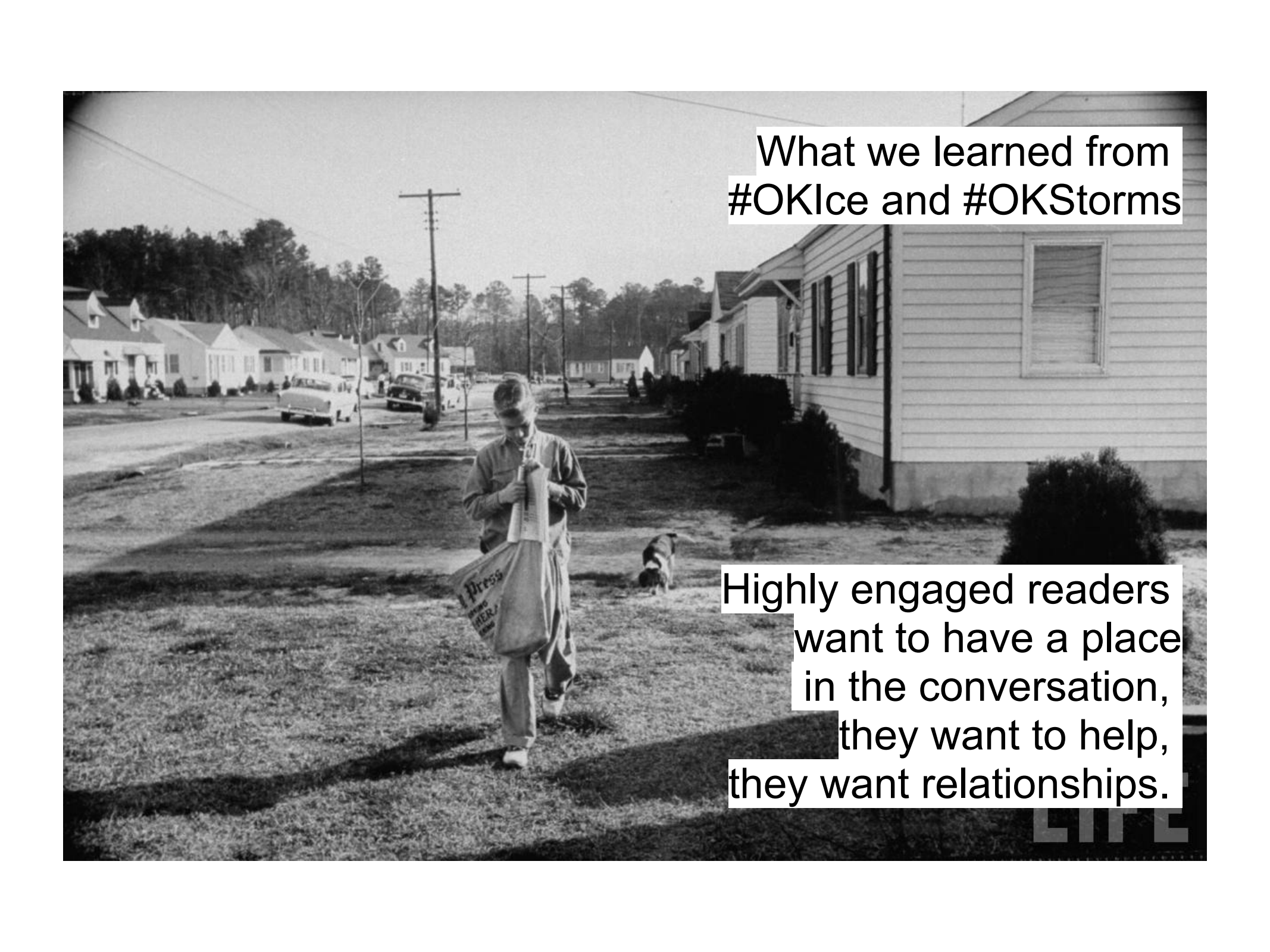
LIFE



What do newspapers have  
to say?

Traditional media need to  
be leveraging their  
expertise, breaking news,  
promoting their products  
and showing leadership.


LIFE



What we learned from  
#OKIce and #OKStorms

Highly engaged readers  
want to have a place  
in the conversation,  
they want to help,  
they want relationships.

LIFE

A black and white photograph of a suburban street. In the foreground, a young boy is walking towards the camera, holding a newspaper and a large bag. A dog is sitting on the grass to his right. In the background, there are several houses, utility poles, and cars parked on the street.

What were the most common comments of the most popular chats?

**HOW FAST  
ARE THEY  
DRIVING!**



What else?

They complimented us.  
They helped us.  
They cared.

LIFE



What else?

We gained reputation.  
We let them in on the  
process and raised their  
expectations..

LIFE

We created a community.

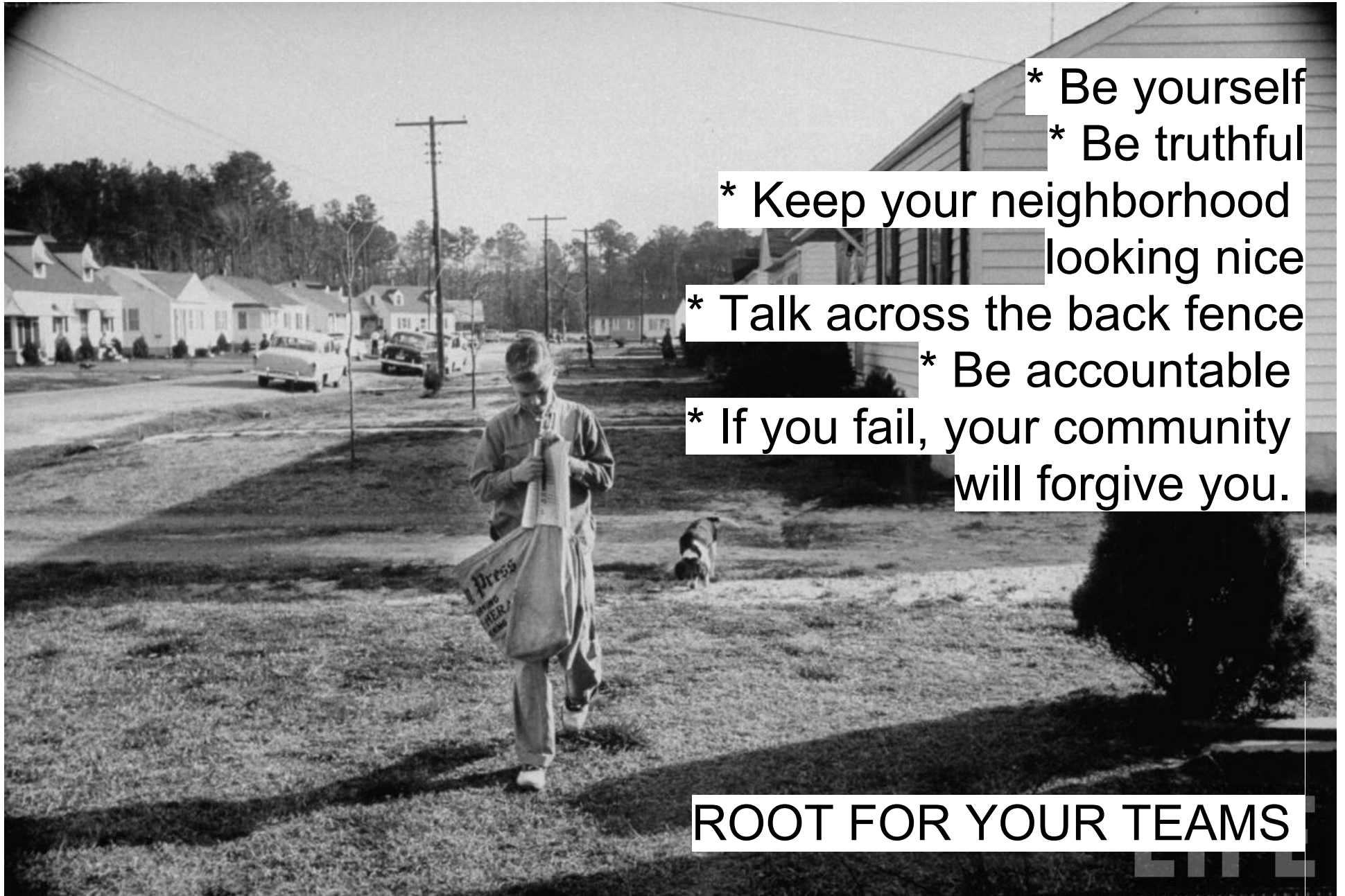


People want  
Mayberry



Giovanni Gallucci says:

Everything important  
about succeeding  
online can be learned  
from growing up in a  
small town.



\* Be yourself

\* Be truthful


\* Keep your neighborhood  
looking nice

\* Talk across the back fence

\* Be accountable

\* If you fail, your community  
will forgive you.

ROOT FOR YOUR TEAMS



What can you share that will  
help other people?  
In the small town, it was the  
guy who could help you  
change your oil or help you  
move.

**SHOW YOUR EXPERTISE.  
EVERYONE HAS  
SOMETHING**



## TIPS

\* Embrace the transparency

\* Send e-mails, follow on twitter, comment on blogs

\* Seek out the people who you respect

\* Consume, consume, consume

LIFE



TIPS

\* Don't be satisfied with what  
you did last week

\* Mash, mash, mash, mash

ROOT FOR YOUR TEAMS



## TIPS

- \* Create your own (truthful) online identity.
- \* Don't be a phony guru.
- \* Transparency is rewarded.
- \* Personality attracts personality.

ROOT FOR EACH OTHER



## TIPS

\* Don't use Internet Explorer

\* Throw away your phone  
book

\* Work your brains out

\* Have a helping intention,  
even if it's to help your boss  
or help your family.

**LIFE**



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