

DIGITAL BEATS

500,000,000 tweets are shared per day. 100 hours of video are uploaded to YouTube every minute. Finding relevant information in such high-traffic feeds can be overwhelming. Establishing parameters or digital beats can streamline your monitoring making it easier to find stories in user generated content.



Create digital beats around organisations, geographic locations or subjects

KEYWORDS

Keywords are filters that help aggregate the information relevant to your digital beat. The more refined your keywords are, the more streamlined your monitoring and collection will be. Keywords can be proper names, hashtags, places or subjects etc. Remember, more keywords don't necessarily produce better results. Keep your list lean and mean, starting with the most critical aspects of the story and expanding your list as you find new information.

Create a list of 5 keywords to monitor information around the digital beat assigned to your team and area of responsibility:

1. _____
2. _____
3. _____
4. _____
5. _____

SOURCES

Sources vary depending on your digital beat and can include other journalists, subject matter experts, reliable people situated in a particular geography, publications and professional organisations.

Create a list of sources (with Twitter handles) to follow for information related to your assigned digital beat:

Experts

1. _____
2. _____
3. _____
4. _____

Other Journalists

5. _____
1. _____
2. _____
3. _____

4. _____

5. _____

1. _____

2. _____

3. _____

4. _____

5. _____

Organisations

Others

1. _____

2. _____

3. _____

4. _____

5. _____

GEOGRAPHY

Defining a specific geography for monitoring can help limit information to user-generated content from or about a specific place.

Create a list of place names related to your digital beat (including longitude and latitude coordinates):

1. _____

2. _____

3. _____

4. _____

5. _____



Use of GPS information to attach location metadata to user-generated content is not consistently used. In many high-risk places using geo-location features poses a serious risk. Thus, avoid restricting all monitoring to geo-located content, and set it up as a separate stream.



What have you forgotten? What would your editor ask?

CREATING MONITORS

1. After reviewing filters with the class, go to <https://www.google.com/alerts> and begin creating alerts for specific search terms.
2. After reviewing filters with the class, open Tweetdeck (<https://about.twitter.com/products/tweetdeck>) and await instructions on creating columns.