Exercise 1: Answer

A. Tweet 1 is a news announcement from Newshub with a link to its online story. It is designed to direct followers to the site. The tweet has obviously resonated with people, as it has been retweeted 77 times and 157 have liked it. It has also attracted 47 comments. This level of response indicates it's a story the followers care about. Indeed, Gareth Morgan's follow-up tweet became a news story in itself.

Tweet 2 is from a *Sunday Star-Times*. The reporter is making contact with a source on a story he is researching. The source has posted an example of a letter sent to her MP that received a surprising reply, and he'd like to use this in a story. Note a response to his initial tweet is not showing up in the Twitter stream. This may be because she did not respond or could be because the source responded to him privately using the Direct Message function. To do this you must be following the user who wants to send you a message. They select the Direct Messages link in the right-hand sidebar of their Twitter profile (they must be logged into Twitter), and choose who they want to send the message to from the drop-down menu near the top of the screen. They then type the message in the box provided, and hit the Send button. The direct message will appear in your Direct Messages Inbox.

Tweet 3 involves writer Rachel King criticising another Twitter user for pre-empting the announcement of the winner of the fiction prize in the New Zealand Post Book Awards. This will be news to some, but is meant more as a comment on the media's behaviour. It is not retweeted or made a favourite, but sparks comments, all critical of the announcement and two adding to the conversation saying stuff.co.nz's entertainment section announced it even earlier.

Exercise 2: Answer

For this answer we have taken an example from the *Otago Daily Times*.

Five ways the *Otago Daily Times* invites interaction with its audience on this snow story.

The link second from the right is a general share function, allowing users to share on a host of other sites, including LinkedIn, Flipboard and Pinterest.