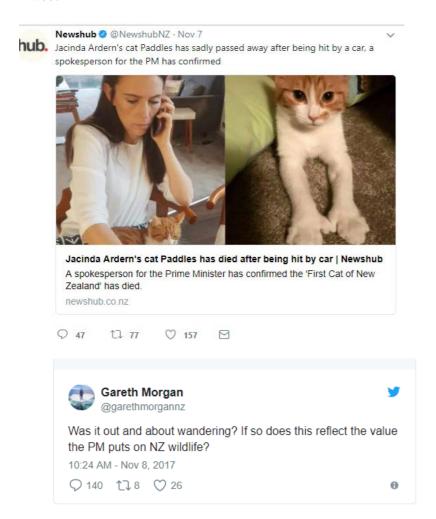
# Exercise 1

Consider the following three tweets.

What is the purpose of the original tweet? Is the journalist, or organisation, letting the audience know about developments in a story, or are they commenting on an event, or asking for help on a story? How and why do you believe followers responded in the way they did?

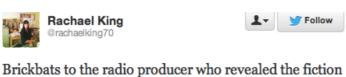
# Tweet 1



## Tweet 2



## Tweet 3



Brickbats to the radio producer who revealed the fiction winner on Twitter 15 minutes before announcement.

#boo

Reply Retweet \* Favorite ••• More



# Exercise 2

Identify how your favourite online news organisation uses a basic news story to interact with its audience.

### Exercise 3

Set up a Twitter profile and start following a range of journalists from news media organisations within New Zealand. You will start to see a variety of tweets that point to, comment on, or interpret stories in the news. If you discover a tweet which is particularly interesting, re-tweet it. And if you find a news story published online you can add value to, click on the story's Twitter button, tweet a comment and link to it.

After you have been doing this for a while, make a list of five journalists whose Twitter accounts you particularly enjoy.