

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

NewsHub @NewshubNZ · Nov 7

hub. Jacinda Ardern's cat Paddles has sadly passed away after being hit by a car, a spokesperson for the PM has confirmed



Jacinda Ardern's cat Paddles has died after being hit by car | Newshub
A spokesperson for the Prime Minister has confirmed the 'First Cat of New Zealand' has died.
newshub.co.nz

47 77 157


Gareth Morgan @garethmorgannz

Was it out and about wandering? If so does this reflect the value the PM puts on NZ wildlife?

10:24 AM - Nov 8, 2017

140 8 26

Tweet 2

**Simon Day** @simondangerday 22 Aug
@ladypresent Hi Heather, keen to use this anecdote in a story but hate referencing twitter. Could you give me a quick call? 027 238 1594
[View conversation](#)

**Simon Day** @simondangerday 22 Aug
@ladypresent Hi Heather, Im working on a story about net & democaracy and your experience with Mark Mitchell is crazy. Got 5 secs for me?
[Expand](#)

Tweet 3

**Rachael King** @rachaelking70 [Follow](#)

Brickbats to the radio producer who revealed the fiction winner on Twitter 15 minutes before announcement.
[#boo](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

3:03 AM - 28 Aug 13

**Jane Arthur** @JaneyArthur 28 Aug
@rachaelking70 For reals?! What a doofus!!!
[Details](#)

**Nyssa Brown** @Nyssb 28 Aug
@rachaelking70 whhaatt!!
[Details](#)

**Mark Hubbard** @MarkHubbard33 28 Aug
@Nyssb @rachaelking70 Yeah, I knew quarter of an hour b4 announcement. But he was just reading off Stuff Entertainment who released 2 early.
[Details](#)

**Rachael King** @rachaelking70 28 Aug
@MarkHubbard33 @Nyssb Boo Stuff!
[Details](#)

**Jane Arthur** @JaneyArthur 28 Aug
@MarkHubbard33 @Nyssb @rachaelking70 Oh god, it's true! It's still on Stuff! Posted at 9.19pm #nzpba

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.