

Social Media Supplement

Matthew Keys • Digital & Online Journalism

Social media has become one of the best tools for newsroom engagement and content promotion. As one of the earliest adopters of social media in the newsroom, my content has been viewed by thousands of eyeballs. Through a great network of friends and followers, my content has been reused by ABC News, CBS News, The New Zealand Herald, The Week Magazine, KRON-TV and others. During

the March 11th Japan earthquake, my YouTube channel was viewed by over 5 million people - for two days, I was the number one reporter on YouTube, beating out the Associated Press by hundreds of thousands of impressions. I'm often regarded as one of the fastest Twitter users to publish developing news, and my multi-media rich content has been re-blogged by thousands of Tumblr users.

Top 10 Twitter accounts following @ProducerMatthew	Number of followers
@BreakingNews	3.291 million
@AP (Associated Press)	626,500
@RedCross	575,300
@NewsHour (PBS)	210,700
@FOXandFriends	133,000
@NBCNews	159,800
@Daily (The Daily)	95,300
@ABC7 (KABC)	68,000
@ABCWorldNews	63,000
@ABC7NewsBayArea (KGO)	30,800

(Numbers accurate as of November 21, 2011)

Tumblr accounts following ProducerMatthew.com	
Los Angeles Times	NBC Nightly News
ABC World News	National Journal
ABC News Radio	The Atlantic
ABC Nightline	The Week Magazine
PBS NewsHour	Village Voice
NPR Fresh Air	Salon
Vancouver Sun	RT America
Denver Post	WNYC
National Post	UNICEF
Short Form Blog	Neighborhoodr