Social Media and the J-school

Board of Trustees

Nov. 17, 2010
SOCIAL NETWORKING USE IN THE PAST YEAR

Ages 50-64 – up by 88% (from 25% to 47%)

Ages 65 and older – up by 100% (from 13% to 26%)

Ages 18-29 – up by 13% (from 76% to 86%)

One in five (20%) online adults ages 50-64 say they use social networking sites on a typical day, up from 10% one year ago.

Among adults ages 65 and older, 13% log on to social networking sites on a typical day, compared with just 4% in 2009.
175 million users
500 million users
80 million users
Local blogger helps get "tall" back on Starbucks menu

Submitted by suestock on 09/14/2010 - 18:10
Tags: biz | Ginny Skalski | Starbucks

Local blogger Ginny Skalski may have twisted the arm of one of the biggest companies in the country.

Early this month, Skalski noticed that Starbucks had quietly removed the "Tall" size from its drive-through menu. She inquired about the change inside the store and also by sending a message to Starbucks via Twitter. Not satisfied, Skalski took to the internet, posting about her observations on her blog. A consumer advocacy website called The Consumerist picked up the story, quoting Skalski's blog, posting this picture that she took and taking her message national.

OMG! @Starbucks is adding the tall size back to its drive thru menu!!!!! Thanks, @consumerist! http://bit.ly/diw5ik
about 19 hours ago via Seesmic twhirl
Facebook  
(approx. 1,600)

Twitter  
(approx. 2,600)

J-link  
(approx. 5,000)
@rebeccadenison @GoKTGo Oh no no, no more school for me, yet. I get to be on a panel where undergrads can ask 7's about career fields.
1:04 PM Aug 6th via TweetDeck in reply to rebeccadenison

@rebeccadenison @jakeedkins man! I wish the @uncjschool would invite me back to be on a panel/speak!
1:24 PM Aug 6th via HootSuite in reply to rebeccadenison

@GoKTGo Hint hint, Nudge nudge @UNCJSchool. (@rebeccadenison)
1:25 PM Aug 6th via TweetDeck in reply to GoKTGo

@GoKTGo @jakeedkins Agreed! There are tons of great @UNCJSchool alum dying for an excuse to come back for a visit. Hint hint!
August 6, 2010 12:25:23 PM EDT via TweetDeck in reply to GoKTGo

@jakeedkins right! :) I think @rebeccadenison and I could offer some great insight to current and future @uncjschool students!!
1:27 PM Aug 8th via HootSuite in reply to jakeedkins
The J-school & @uncmediaw awarded $5k grant by @McCormick_Fdn to support campus-wide #UNC 1st Amendment Day. http://ow.ly/2nFVM

@UNCJSchool Congrats to a fine institution on a well-deserved award.

@McCormick_Fdn Thank you for the kind words and support. We're looking forward to another great 1st Amendment Day at Carolina.

@UNCJSchool
A Day in the Life of a Twintern

Meet the recent college grad who tweets for Pizza Hut.
J-school Faculty on Twitter

@DeanJFolkerts  Jean Folkerts
@JoMCParkLib    Park Library
@UNC_VisCom     Carolina Photojournalism
@andybechtel    Andy Bechtel
@dbrabham       Daren C. Brabham
@napoleonbyars1 Napoleon Byars
@qbyars         Queenie Byars
@gwcloud        Bill Cloud
@pdavison1      Pat Davison
@bgfriedman    Barbara Friedman
@jbhester       Joe Bob Hester
@smalljones     Paul Jones
@talkingbiznews Chris Roush
@rtburg         Ryan Thornburg
@dltowns        Leroy Towns
@donwittekind   Don Wittekind
Get short, timely messages from Andy Bechtel.
Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. Join today and follow @andybechtel.

Sign Up

Editing tip: When writing about the occult, the preferred verb is “dabble.”
7 minutes ago via web

CopyCurmudgeon "8no," meaning "enthusiastic vigor," is a great word, though one rarely used on Mondays.

Retweeted by andybechtel and 1 other

Spam comment of the day: "Let's proposition soon?" Sure.
about 3 hours ago via web

Letter to editor says Mallard Fillmore warps facts on taxes.

about 2 hours ago via web
Napoleon Byars
When Bedbugs Became News, the Bedbug Registry Became a Debated Source

Brabham said sites such as bedbugregistry.com - put together by someone with a very narrow, but intense interest in a subject - are increasingly part of the journalism mix whether their creators consider themselves journalists or not.

"I think that's what makes journalists and journalism professors nervous," he said, noting that the people behind such sites may not place much importance on traditional journalistic values such as verifying information before publishing and being transparent about the source of the information.
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