

## Module 1.4 - Tools to find amazing stories online transcripts

Okay send this video to me looking at some really tools that you can use to find amazing stories and videos online. Let's do this.

OK. So when news happens around the world where do you go to find it. Well you probably go to Twitter when it's breaking news. You probably go to YouTube to look for a documentary. And maybe you're on Facebook. Incidentally watching the nice funny cat video or whatever else comes up. But the world has changed in enormous ways and there are incredibly powerful aggregation and video curation tools to help you find amazing stories that are taking place around the world right now.

OK so if you like Twitter you will love TweetDeck. While Twitter gives you a single feed of the people you follow, a TweetDeck allows you to customize multiple feeds following different hashtags, themes or even individuals. This means you can be monitoring lots of stories taking place around the world right now. I'm following MOJO because I'm interested in mobile journalism. Mobile storytelling because I'm interested in that. International news because I'm interested in that. Social media because that's a focus for me. It allows us to monitor and observe trends and themes as they're taking place as opposed to having to look at one lead.

Snapchat's feature known as Snapmaps is one of the greatest journalism tools I've ever seen. Giving us a God's eye view of what's happening in the world right now. Simply go to the Snapchat camera and swipe down to discover the map. You'll see red heat spots showing you stories that are taking place around the world. It allows us to jump in to really hard to reach places. Go to Mecca and check out the holy mosques. Travel to London and visit people traveling in the underground. It gives you the opportunity to dive in and out of different parts of the world and find stories as they're happening and discover heat taking place before those stories go viral.

Another great place to look for videos and photos is to use the Instagram Stories format. If you type in any hashtag say hashtag environment and click on that little pink multicolored circle on the top left. You'll come to snaps that people have submitted over the last 24 hours, the Instagram stories. You can then click into each of those individuals and find out exactly who created that piece of content, which better helps us understand who's making that video.

Reddit is another incredibly powerful place to find stories. Reddit is filled with what they call Subreddits, which are topics which people are talking about. You can search any Subreddit. Positive news even has its own Subreddit of people talking about solutions-based storytelling.

CrowdTangle is an incredibly powerful tool which is now being bought by Facebook. All of these tools are free but CrowdTangle requires you to get special access, which I'm sure your newsroom can organize through Facebook. It allows you to see what stories are outperforming everything else online. It means you can look at your competitors and all the other news

organizations and see what story is doing well for them on social media platforms like Facebook. That's a couple of free tools that you can use to find curate and aggregate amazing videos online.

All right guys I want to give you a few tips about copyright because this is pretty important. Right now it feels like the Internet is the Wild Wild West. Anybody can take anyone's footage uploaded anywhere and it seems to be ok, but it's not okay. You can get in big trouble. You can get sued especially if you're making profit from a piece of content that is not your own that you don't own that you didn't produce and you don't have the rights to use. As a basic rule you should always, always, always, always get in touch with the content creator. Get in touch with the person that has created a piece of footage and ask them for permission to use that footage. Ask them if you're allowed to repurpose that footage. If they say yes. Get that in writing. It will protect you. It will keep you safe. It is so important to get that permission. To get in touch with people as opposed to just willy nilly curating whatever you like and that you can get away with it. You can't. You'll get in big trouble. And this is why it's so important to get permission to use footage before you share somebody else's work.

Of course there's a number of places where you can find rights free content. One of the best sources for this is I'm Unsplash. It's a website where they have tons and tons of rights free images. You can use those stills wherever you like. They are available for distribution. Another place to find the high quality images for free that you can distribute is by simply going to google images going to tools and searching images that people are allowing you to share.

It's really, really important to make sure you don't infringe on people's copyrights. This can get you in serious, serious trouble. You might get away with it a few times but you won't get away with it every time and when you get caught it'll be incredibly expensive. So guys be very conscious of copyright rules and laws. Of course in some instances when a story is exposing corruption, abuses of power. Some news organizations might take a policy of fair usage. That if a piece of content that they don't have the rights to use, but it's in the public interest they may go ahead and use that piece of content. But I wouldn't do it without consulting a lawyer. I wouldn't do it without consulting your editors. You've got to make these decisions really carefully. That's my advice on copyright.