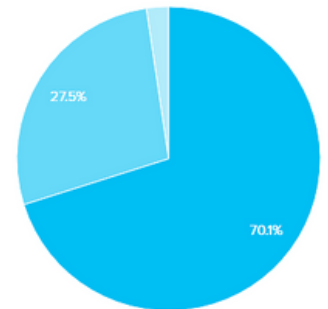


PAIGE LEVIN

SOCIAL MEDIA PRODUCTION

- 02 ACCOUNTS AND HANDLES
- 03 ONLINE DISCUSSION
- 08 SAMPLE POSTS
- 11 SUCCESS OF LIVE CONVERSATION
- 13 ANALYTICS REPORT



● Recently Tweeted ● Non-recently Tweeted ● Never Tweeted



ACCOUNTS

Twitter

@Paigelevin - Personal

@ICFJ - International Center for Journalists

@Makeawishsfla - Make-A-Wish Foundation

@CollegeMag - College Magazine

Facebook

@ICFJ.org - International Center for Journalists

@Makeawishsfla - Make-A-Wish Foundation

@CollegeMag - College Magazine

ONLINE DISCUSSION

Sample of live interaction and discussion of a piece I wrote and shared online



Michelle Manafy @michellemanafy · 3 Aug 2015

Great advice: 10 basics today's journalists need by @Paigelevin via @knightfdn <http://ow.ly/Qqxiq>



Djordje Padejski @djordjepadejski · 3 Aug 2015

10 basics today's journalists need to know to be/stay in journalism nzzl.us/1bl9SBw by @Paigelevin



Serbino Sandifer-Wal @sswalker · 3 Aug 2015

Good list: 10 basics today's journalists need kng.ht/1MXd5ks via @knightfdn by journalism intern @Paigelevin #TwitterNewsChat



VISHAL @VishalManve12 · 3 Aug 2015

@Paigelevin loved your piece on stuff journalists must do.



Ryan Hillback @RyanHillback · 3 Aug 2015

@Paigelevin great article regarding ten tips for journalists!



Maria Bendix Olsen @FrkBendix · 3 Aug 2015

RT @AskeKammer: I agree with every part of this "10 basics today's journalists need" knightfoundation.org/blogs/knightbl... by @Paigelevin #SDUjour #rucjour



ONLINE DISCUSSION



MediaShift Podcast @mediashiftpod · 31 Jul 2015

10 basics today's journalists need (@PaigeLevin via @KnightFdn) ow.ly/QkpBy #MustReads



2



Michael Bolden @michaelbolden · 31 Jul 2015

.@knightfdn #journalism intern @PaigeLevin left us w/ some thoughts on basics she believes today's journalists need. kng.ht/1eFvFlu



1



MediaShift Idea Lab @MSIdeaLab · 31 Jul 2015

10 basics today's journalists need (@PaigeLevin via @KnightFdn) ow.ly/QkpBr #MustReads



1



3



Mark Glaser @mediatwit · 31 Jul 2015

10 basics today's journalists need (@PaigeLevin via @KnightFdn) ow.ly/QkpBn #MustReads



2



MediaShift @MediaShiftOrg · 31 Jul 2015

10 basics today's journalists need (@PaigeLevin via @KnightFdn) ow.ly/Qkpsw #MustReads



9



7



Knight Foundation @knightfdn · 31 Jul 2015

Clean your copy, stay adaptable, engage on social media & more: 10 basics today's journalists need kng.ht/1MXd5ks @PaigeLevin #ddj

ONLINE DISCUSSION

Live tweets and conversation from a
press conference for WUFT News



Paige Levin @Paigelevin · 1 Sep 2015

GPD: The undercover operation resulted in 21 reported arrests of offenders who solicit children for sex over the internet

[@WUFTNews](#)



1



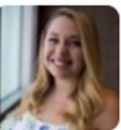
Paige Levin @Paigelevin · 1 Sep 2015

I'll be live tweeting a GPD press conference on an undercover operation targeting child sex offenders at 2 p.m. EST. Stay tuned

[@WUFTNews](#)



ONLINE DISCUSSION



Paige Levin @Paigelevin · 1 Sep 2015

Most victims around the age of 13-14, but generally there is no set age
[@WUFTNews](#)



Paige Levin @Paigelevin · 1 Sep 2015

"We took 21 people off the streets in Gainesville that could cause harm to our children" [@WUFTNews](#)



ONLINE DISCUSSION



Paige Levin @Paigelevin · 1 Sep 2015

Individuals target confused teenagers
[@GainesvillePD](#) says [@WUFTNews](#)



1



Paige Levin @Paigelevin · 1 Sep 2015

Arrests all took place here in Gainesville [@WUFTNews](#)



Paige Levin @Paigelevin · 1 Sep 2015

Right now offenders are facing state charges, but federal charges are still a possibility says [@GainesvillePD](#) [@WUFTNews](#)



Paige Levin @Paigelevin · 1 Sep 2015

"I don't think they're getting more egregious, I think they're getting smarter." GPD says of child sex offenders [@WUFTNews](#)



Paige Levin @Paigelevin · 1 Sep 2015

"The internet is just another place. Consider it just another town." GPD warns parents of letting children use the internet
[@WUFTNews](#)

SAMPLE POSTS



ICFJ @ICFJ · Jul 19

Give us your best shot: Apply here to learn about covering women's sports in Japan
bit.ly/29ivT2g



← ↻ 1 ❤️ 6 ⋮



ICFJ @ICFJ · Jul 18

Go behind the scenes of the
[#Panamapapers](#) investigation w/ the latest
[@ICFJ](#) Anywhere & [@DowJones](#) webinar



ICFJ Dow Jones Webinar: The Importance of Colla...

This discussion is part of a series of ICFJ Anywhere webinars, supported by the Dow Jones Foundation. It featured ICFJ Knight International Journalism Fellow...

youtube.com

← ↻ 4 ❤️ 4 ⋮

SAMPLE POSTS



International Center for Journalists

Published by Paige Levin [?] · August 11 · 

Apply for the opportunity to work with [Code For Africa](#) and spearhead data journalism initiatives in Kenya, Nigeria, South Africa and Tanzania as a Knight Fellow:



Fellowships Openings | ICFJ - International Center for Journalists

Knight International Journalism Fellowship, Data Editor, Sub Saharan Africa The International Center for Journalists and Code for Africa (CfAfrica) seek...

ICFJ.ORG



Get More Likes, Comments and Shares

Boost this post for \$5 to reach up to 3,200 people.

6,818 people reached



Boost Post

 Azmatullah Sahil, Farzad Salehi and 35 others


1 Comment 29 Shares 

6,818 People Reached

113 Reactions, Comments & Shares

78  Like	37 On Post	41 On Shares
3  Love	0 On Post	3 On Shares
3 Comments	2 On Post	1 On Shares
29 Shares	29 On Post	0 On Shares

213 Post Clicks

0 Photo Views	141 Link Clicks	72 Other Clicks 
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NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

SAMPLE POSTS



International Center for Journalists

Published by Paige Levin [?] · August 11 · 🌐

Apply for the opportunity to work with [Code For Africa](#) and spearhead data journalism initiatives in Kenya, Nigeria, South Africa and Tanzania as a Knight Fellow:



Fellowships Openings | ICFJ - International Center for Journalists

Knight International Journalism Fellowship, Data Editor, Sub Saharan Africa The International Center for Journalists and Code for Africa (CfAfrica) seek...

[ICFJ.ORG](#)

🌱 **Get More Likes, Comments and Shares**
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6,818 people reached

[Boost Post](#)

👍 Azmatullah Sahil, Farzad Salehi and 35 others

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NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

SUCCESS

Statistics about the success of an online conversation I led during a Make-A-Wish event

Striker Boy Social Media Report

Facebook

- After the week leading up to Striker Boy and the wish itself, we gained 242 new pages likes, bringing us to a total of 17,911 page likes as of yesterday
- Our total reach grew 684.4% last week to a total of 113.4 K
 - This is the number of people the post was served to, includes both followers and nonfollowers
 - The average post reach on June 6 was 57, 239 people
 - The post that had the highest reach of the day was at 10:18 a.m., when the wish began
 - Reach was about 6,500 people
 - 1,900 people clicked on the post and 183 liked, commented on, or shared it
- On the day of the wish we had a total of 494 individual page visits
 - Comparatively, on June 5, we only had 66 page visits
 - 83% of these visits were on our timeline
 - 10% of them were on our photos tab
- Normally, 0 people post on our page, but on June 6, 11 people posted on our page and 15 mentioned us on Facebook
 - In the week leading up to the wish, our mentions increased slightly as people promoted the wish
- Pre-posts
 - 6 posts leading up to the event
 - Of those 6, the most engagement came from the post the day before
- 17 individual posts the day of
 - Each post included photos
 - Average of 94 likes on each post
 - The most liked post was of the press conference at 146 likes
- Photos
 - Our album included 73 photos from the day
 - Throughout the day, we posted a total of 46 photos in real time
 - After the event, the cover photo gained 50 likes
 - There were 96 likes on the album posted for Striker Boy
 - The most liked photos were of Striker Boy and Falcon boy in the helicopter, 678 people clicked the link and 226 people liked, commented on, or shared it

SUCCESS

Statistics about the success of an online conversation I led during a Make-A-Wish event

Twitter

- Total 330 tweets including #StrikerBoy
- Used #Strikerboy #SneakyPete and #Falconboy
- We responded to each person that engaged with us
- Reached out to about 15 people through Twitter to help spread the word, including various news anchors
- We tweeted a total of 32 times
- Linked Instagram to some of our tweets
- On the day of the wish we received 93 mentions
 - 39 follows
 - 3 unfollows
- The week before, in promotions we received 65 mentions
 - 25 follows
 - 6 unfollows
- “ALERT! Sneaky Pete is try to burn down a building @BrowardFireAcad! Where’s #StrikerBoy?” had 28 times our normal reach (includes people that don’t follow us)
 - 17 clicks to the included link
- “On Friday, Jaylen will reveal his superpowers when he becomes #StrikerBoy. Stay tuned for live updates” received 12 retweets and 7 favorites
- Saw more reach when we interacted with CBS, NBC, Sun Sentinel and the fire academy

Instagram

- 1 Pre post
- 6 posts the day of
- The most liked picture was the one of Striker Boy holding his trophy above his head at 38 likes
- All of the striker boy photos had more likes than previous posts
- Posts followed the same structure as tweets, but used different photos
- We gained about 100 followers
- 25 posts on Instagram from outside people following the wish
- Averaged about two comments per post

ANALYTICS REPORT

The following is a report conducted for the International Center for Journalists that highlights problems with the organization's social media, analyzes specific posts and offers solutions.