

Tweeting Your Beat

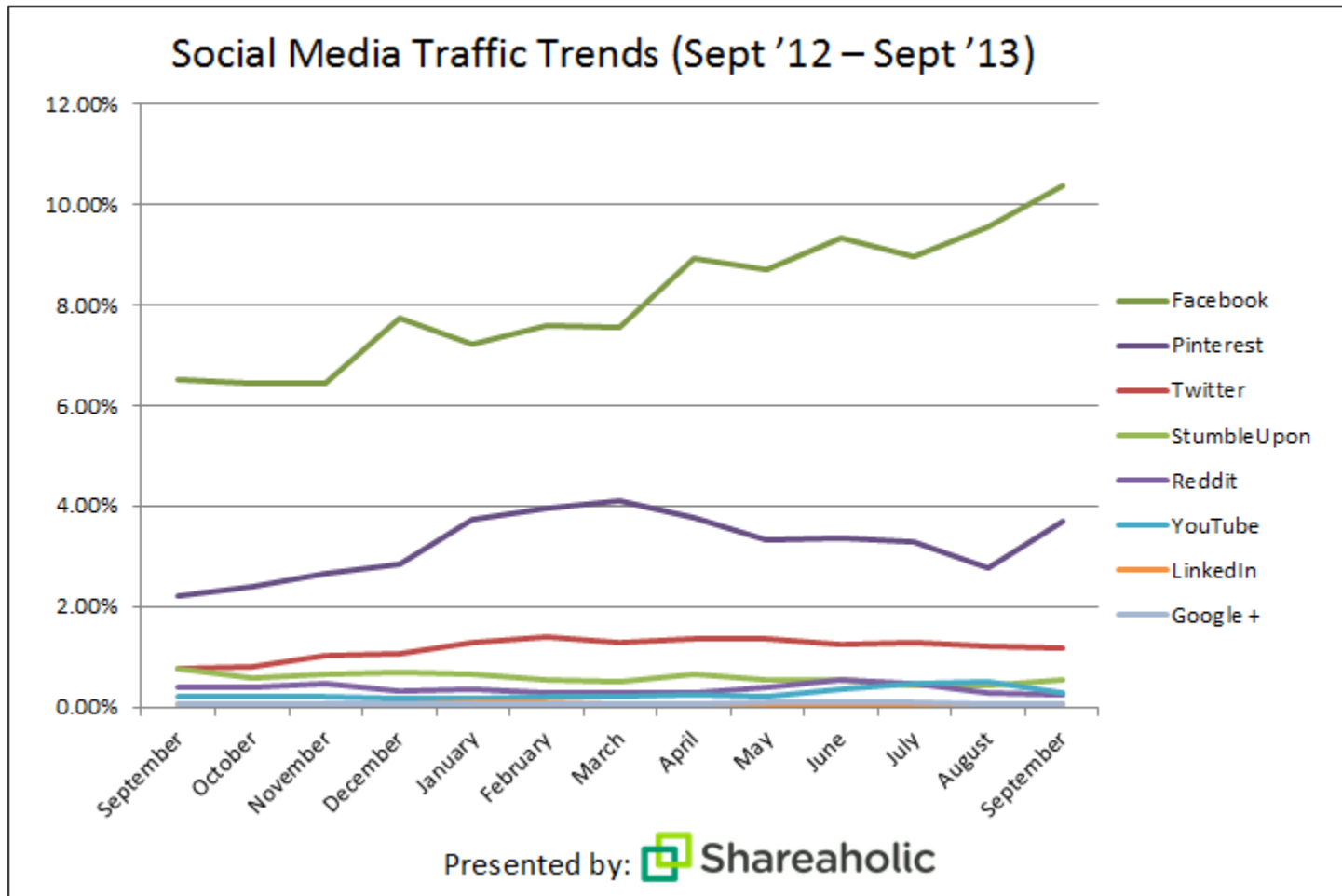
David Wescott
Director, Digital Strategy
APCO Worldwide
@dwescott1

#prconf

What We'll Discuss

- Best platforms for PR vs. Marketing
- Why Twitter?
- Presenting Yourself Online
- Examples
- Tips

Marketers: Facebook & Pinterest



PR: Twitter

The Washington Post

WONKBLOG

Why do journalists prefer Twitter to Facebook?

By Ezra Klein, Published: November 11 at 3:05 pm [E-mail the writer](#) ↩

“The reason, I think, is that Twitter is simply more useful for our jobs.”

Presenting yourself



David Wescott

@dwescott1

I work at @APCOWorldwide. I advocate for science, environmentalism, and feminism. Tweets are my own. Family first.

Durham, NC - itsnotalecture.blogspot.com

A Twitter Public Conversation



David Wescott
@dwescott1

BREAKING: [@herbadmother](#) declared "More Awesome Than Coffee." more updates as events warrant...

← Reply 🗑 Delete ★ Fa

8:22 AM - 1 Jun 12 via TweetD



Catherine Connors
@herbadmother

Following



@dwescott1 as big as my ego is, I really have to insist that even I am not greater than coffee. NOTHING is greater than coffee.

← Reply ↻ Retweet ★ Favor

9:32 AM - 1 Jun 12 via web - Embed



David Wescott
@dwescott1

[@herbadmother](#) not to dampen the moment, but you didn't have the coffee I had this morning. and plenty of folks are more awesome than decaf.

← Reply 🗑 Delete ★ F

9:45 AM - 1 Jun 12 via Twee



Catherine Connors
@herbadmother

Following



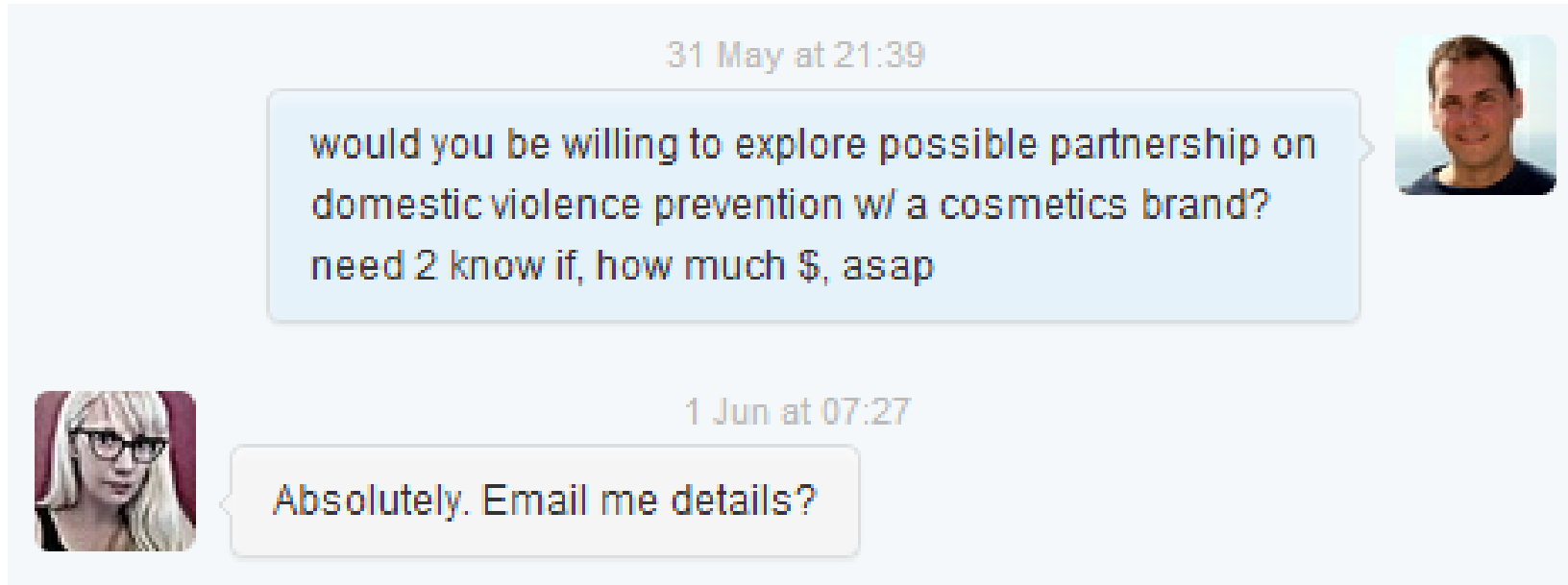
@dwescott1 I will concede that.

← Reply ↻ Retweet ★ Favorite

9:51 AM - 1 Jun 12 via Twitter for iPhone - Embed this tweet

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A Twitter Private Conversation



A Longstanding Relationship

Her Bad Mother



English

GlobalVoices

The world is talking, are you listening?

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The World According to Mom

Posted 14 April 2009 15:50 GMT

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Finding Journalists Online



Science Writers 


Discussions Promotions Jobs Members Search

 **Announcement from Science Writers** Manager's Choice

[Jane Beitler](#)
Manager, Science Communications at National Snow and Ice Data Center
University of Colorado Boulder

The Science Writers group now has "Group rules." You can find the rules in the top right of the group navigation bar. If you'd like to...


Like (33) • Follow • July 2, 2012

health care 

A public list by David Wescott

96 MEMBERS	2 SUBSCRIBERS
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MUCK RACK

POLITICO Politico

AP Associated Press

 Columbus Dispatch

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Outreach In Action

future  tense ASU | NEW AMERICA | SLATE

FUTURE TENSE

THE CITIZEN'S GUIDE TO THE FUTURE

NOV. 20 2013 8:30 AM

Scientist Hijacks *Seventeen* Magazine's #ManicureMonday

By Jason Bittel

Slate 

FROM THE ROOT



Mixed Emotions About
the 'Knockout Game'




Army Spokesperson
Wants Only "Ugly" or
"Average" Women for
Military's PR Push



The Latest Terrible Trend:
People Riding Sharks

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When You Have To Pitch Cold

 **David Wescott** @dwescott1 25 Nov
@bittelmethis looks like #ManicureMonday is alive and well again this week.
Details Reply Delete Favorite Storify More

 **Jason Bittel** @bittelmethis  **Following**

@dwescott1 Wonder how long before @seventeenmag embraces the movement...

Reply Retweet Favorite Storify More

12:12 PM - 25 Nov 13

The Payoff



Slate 
@Slate



 Follow

These awesome scientists are back at it today: slate.me/18jxYXN #ManicureMonday #ScienceFTW

 Reply  Retweeted  Favorite  Storify  More



Scientist Hijacks Seventeen Magazine's #ManicureMonday

At the beginning of each week, Seventeen magazine encourages women and girls to tweet pictures of their done-up fingernails under #ManicureMonday. But if you searched the hashtag yesterday in hopes...



[View on web](#)

Great Advice



Best practices for journalists

Thursday, September 20, 2012 | By Mark S. Luckie (@marksluckie) [18:29 UTC]

- Tweet Your Beat
- Use hashtags for context
- @cite your sources
- Share what you're reading