

SAM

UGC Outreach Collision

How to avoid outreach collision when contacting social media sources



Reporter
@newsco

Hi, I'm a reporter with newsco.
Can we use your photo?

07:36 March 1, 2017

Outreach Collision [out-reech; kuh-lizh-uh-n] **1)** when multiple journalists, from the same organization, request permission to use the same piece of UGC. **2)** when journalists send numerous outreach attempts with no regard for prior attempts, rejections, or user safety.

Outreach collision decreases newsroom efficiency and brand perception.

Social media has quickly become the cornerstone for every breaking news story and because of this, social eyewitnesses have become the frontline for the media. As this relationship, between the media and the public, has become increasingly relied upon, outreach collision has become a prominent issue in almost every large newsroom around the world.

With journalistic resources and public perception of media already at an all-time low, large news brands can't afford to have multiple staff or divisions colliding on the same piece of UGC — publicly piling up requests. Proper process must be in place to ensure social media newsgathering is more ethical and efficient.

This is how SAM can help your newsroom.

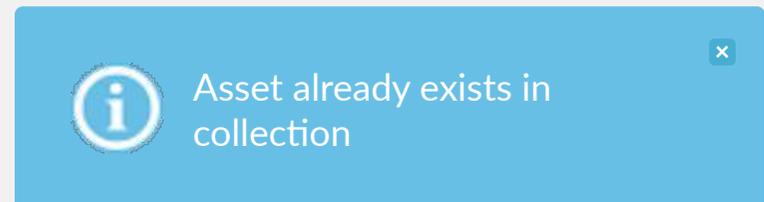


STEP 1

Stop working in isolation. Place social content into a shared repository.

The biggest cause of outreach collision is journalists working in isolation. When collision occurs, most journalists are unaware that a colleague is chasing the same piece of UGC.

SAM prevents this by notifying users whenever a **duplicate asset** is added to the shared repository.

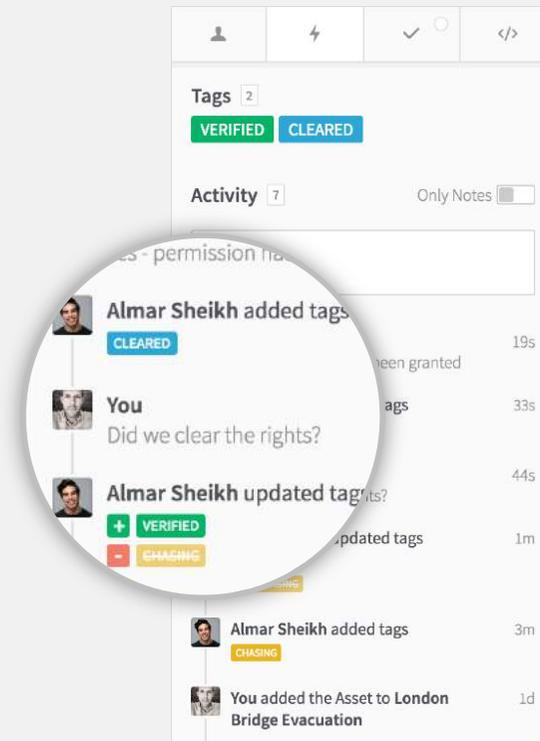


STEP 2

Clearly assign outreach leads and tasks.

Now that you're working together, clearly assign tasks and responsibilities with SAM Tags, Notes and Workflows.

When you know who is working on what, you avoid mistakes due to errors in communication and dramatically increase your team's overall efficiency.



STEP 3

Keep your team in sync and your coverage rolling.

Multiple desks, bureaus, locations, and shift changes are all part of the modern newsroom workflow. In SAM, your stories are clearly presented so no one loses track of outreach efforts and progress.

The screenshot displays the SAM interface for a collection titled "London Bridge Evacuation". The interface is divided into several sections:

- Left Sidebar:** Contains a search bar and a list of recent actions. The actions include:
 - Almar Sheikh added **VERIFIED** **PERMISSION PENDING** to an Asset (just now)
 - You added a Note to an Asset (just now) with the text: "Yes we have verified and cleared permissions"
 - You added **VERIFIED** **TRUSTED** **CLEARED** to an Asset (just now)
 - You added **TRUSTED** **UNCONFIRMED** to an Asset (just now)
 - Almar Sheikh added a Note to an Asset (just now) with the text: "Have we verified this?"
- Top Bar:** Features a search bar with the placeholder "Paste URL or start typing...", a "Collaborate" button, and a dropdown menu.
- Main Content Area:** Displays a grid of news items and social media posts:
 - Chiara Giordano @...** (Mar 7, 16:04): "London Bridge incident is now over. Roads returning to normal." Includes a video thumbnail.
 - Suse van Kleef @S...** (Mar 7, 15:46): "Roads are re-opening at London Bridge. Back to work folks! #LondonBridge #evacuation #lockdown" Includes a video thumbnail.
 - Joanna Montgome...** (Mar 7, 15:41): "#Londonbridge evacuation seems to be over..." Includes a video thumbnail.
 - Stuart Lewis @...** (Mar 7, 15:41): "Lots of police in London near Monument. Can't get out of the office ... #London #news #police #monument #bridge #terror ??" Includes a video thumbnail.
 - James Neufeld:** "Yes we have verified and cleared permissions"
 - edwinmooiman @...** (Mar 7, 15:35): "@se1 @shardview @boroughmarket"
 - Tim Lince @timlince** (Mar 7, 15:36): "Winchester Walk now cordoned off by police, as police continue to direct people away from London Bridge. #LondonBridge"

Avoid outreach collision and increase newsroom efficiency.

SAM can help protect brand affinity, while greatly increasing newsroom productivity.

Social media eyewitnesses often fall victim to a barrage of clearance requests coming from multiple journalists, from within the same organization. This can be perceived as a lack of consideration for the safety and emotional state for those at the scene of a breaking event. By leveraging team collaboration and through the implementation of a defined process, this can be resolved and we can put an end to outreach collision.