



Social Coverage Guide

How to use SAM to cover the 2017 **Inauguration**



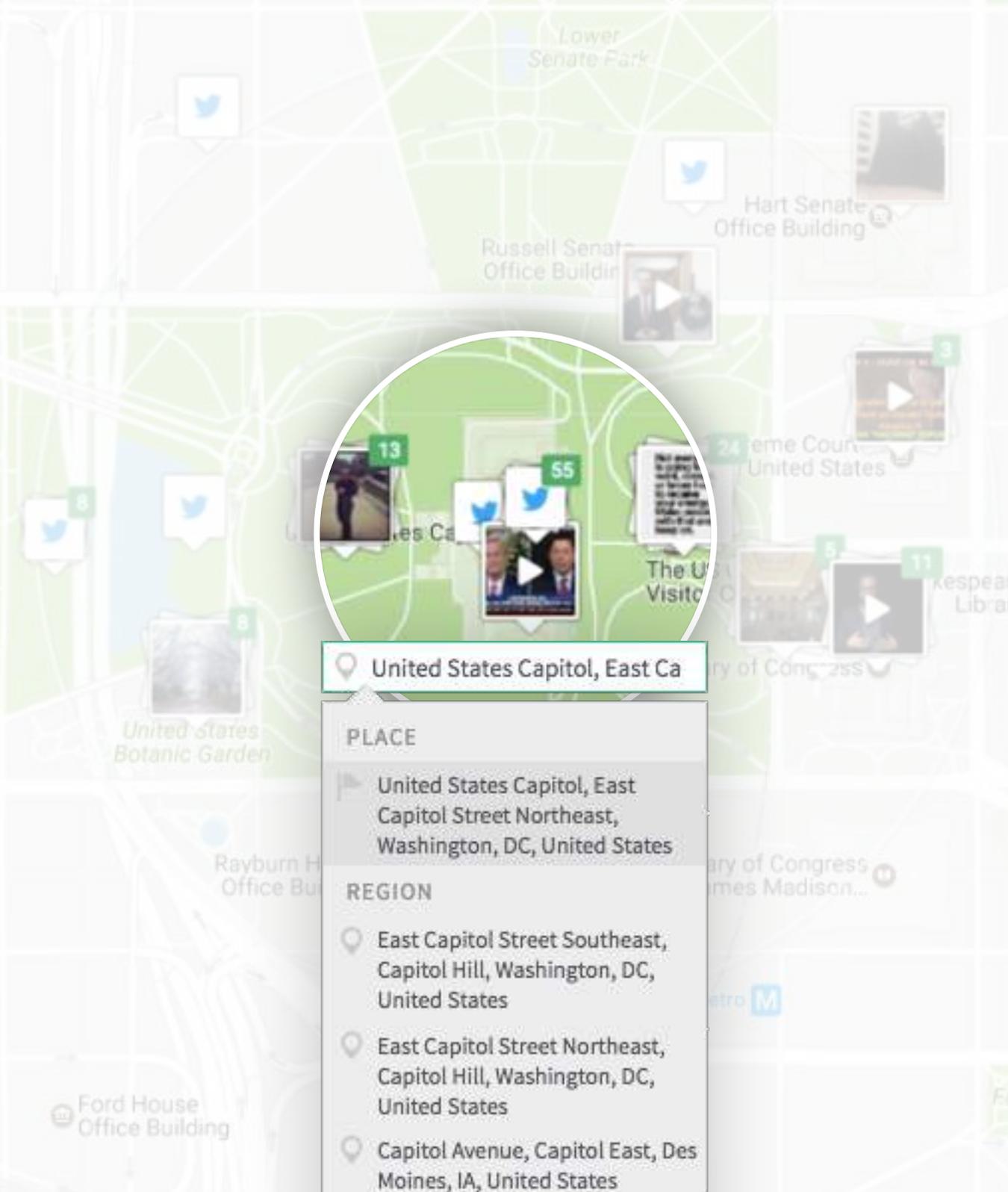
📍 Location

Use SAM to monitor social media posts by location. In your search settings set the location to: **United States Capitol.**

What you get: All posts from Twitter, Instagram, Youtube & Vkontakte that have GEO or location enabled.

What it's good for: Getting on the ground reports that are otherwise missed with hashtags.

Pro Tip: Set you radius 500m to remove noise from people not at the event



Cordelia Hebblethwaite
Journalist, BBC

“It’s like a super-charged, more user-friendly version of Tweetdeck, that also pulls in content from Instagram, YouTube, Facebook and VKontakte.”

Lists

Tracking the right people is always key for great social coverage. In SAM, you can build lists of important social profiles and track them during live events.

Reporters

Reporters will be on the ground and in the know as a free resource for your coverage.

-  **@alivitali** ✓
Ali Vitali
-  **@KFaulders** ✓
Katherine Faulders
-  **@NYTnickc** ✓
Nick Corasaniti
-  **@KThomasDC** ✓
Ken Thomas
-  **@KilloughCNN** ✓
Ashley Killough
-  **@evanhalper** ✓
Lou Korac
-  **@wpjenna** ✓
Jenna Johnson

Key Voices

Key voices can be a source of real-time commentary and often provide media with unique vantage points.

-  **@MMFlint** ✓
Michael Moore
 -  **@zelleimani** ✓
zellie
 -  **@dpetrohilos** ✓
Dylan Petrohilos
 -  **@lacymacauley**
Lacy MacAuley
 -  **@DisruptJ20**
#DisruptJ20
-  **Pro Tip:** As the ceremony progresses protesters will self identify, add them on the fly to keep your list relevant.

Public Figures

Make sure you monitor high-profile attendees and those known to produce great social content.

-  **@realDonaldTrump** ✓
Donald J. Trump
-  **@HillaryClinton** ✓
Hillary Clinton
-  **@BarackObama** ✓
Barack Obama
-  **@MichelleObama** ✓
Michelle Obama
-  **@mike_pence** ✓
Mike Pence
-  **@ShaunKing** ✓
Shaun King
-  **@RealAlexJones** ✓
Scott Rovak

COLLECTION
Trump Inauguration

Hallie Jackson @... Dec 22, 12:06
NEW: Donald Trump's campaign manager, @KellyannePolls, will be Counselor to the President come January -->

close advisor to the president and will work with senior leadership to effectively message and execute the Administration's legislative priorities and actions.

*Kellyanne Conway has been a trusted advisor and strategist who played a crucial role in my victory. She is a tireless and tenacious advocate of my agenda and has amazing insights on how to effectively communicate our message. I am

108 174

Ashley Killough @KilloughCNN Dec 14, 01:51
Trump once again going off prompter to recall the final days of his campaign, talking about how many rallies he did each day

10 25

Evan Halper @evanhalper Dec 15, 14:16
Arch-right Cabinet. Ideologically agnostic President. How will that work? W/ @Noahbierman [latimes.com/politics/la-pi...](https://www.latimes.com/politics/la-pi-1215-trump-cabinet-20171215-story.html)





All of these terms >

Any of these terms 

#TrumpInaugural 

#NotMyPresident 

#MAGA 

#DisruptJ20 

add term

None of these terms >

Location >

List >

Media Type   

Social Type     

Time Range >

☰ Terms & Hashtags

GEO & Lists are powerful, but Terms & Hashtags are still extremely important for coverage of any live event. In SAM, create powerful term queries across multiple social networks.

☰ **All of these terms**

#TrumpInaugural **AND** #MAGA

This combination will help you **hunt** for very specific content. Using this query produces less overall content, but more targeted results.

☰ **Any of these terms**

#NotMyPresident **OR** #DisruptJ20

This combination will help with broad social **monitoring** (vs hunting specific results). Using this query produces more content overall.

Embed Live Coverage

Use one of SAM's many embed templates to publish social content on your site. Or, set up auto-curation to embed posts from selected sources in the form of a live feed.



LIVEBLOG



GALLERY



MOSAIC



MAP



WATERFALL



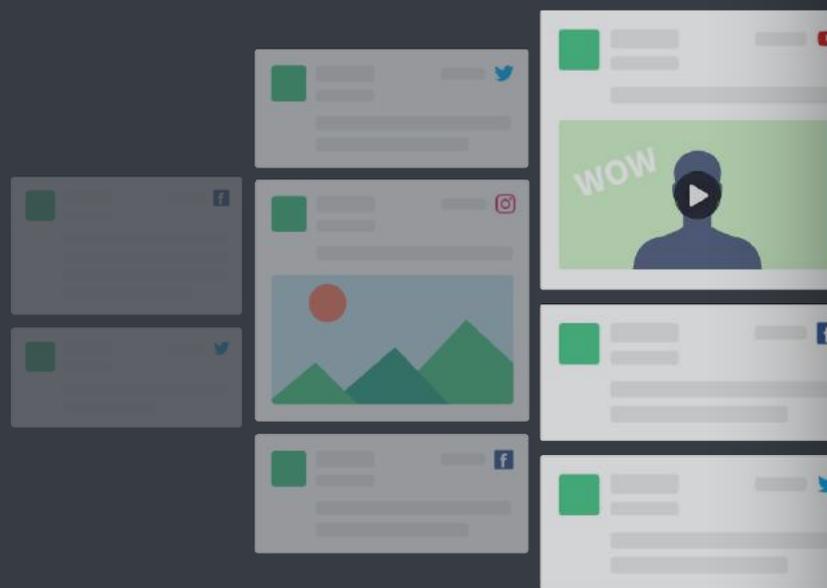
LIST



TIMELINE



QUOTE



Live Updates of the Trump Inauguration LIVE

Follow our live coverage of the Donald Trump Presidential Inauguration

Dec 21 21:16 **Trump Inauguration** @TrumpInaugural 20h

Countdown to #TrumpInaugural 2017 continues with President John Q. Adams! Did you know he became a lawyer without going to law school? #MAGA

John Quincy Adams was son of the second president, John Adams. He also became a lawyer without attending law school.

Dec 14 01:51 **Ashley Killough** @KilloughCNN 8d

Trump once again going off prompter to recall the final days of his campaign, talking about how many rallies he did each day

Dec 22 12:06 **Hallie Jackson** @HallieJackson 5h

NEW: Donald Trump's campaign manager, @KellyannePolls, will be Counselor to the President come January -->

(Palm Beach, FL) - President-elect Donald J. Trump today announced his selection of Kellyanne Conway to serve as Counselor to the President. Conway has been serving as a senior member of the President-elect's transition team and previously served as the campaign manager of his successful run for the presidency.



The addition of SAM to our storytelling arsenal enables the Star to provide richer, more meaningful and contextual content that keeps our readers engaged longer and returning more often.



Erika Tustin
Digital Editor, Toronto Star

