

Editors can make better use of Facebook, social media: WEF

PARIS, FRANCE / DARMSTADT, GERMANY: From Twitter and Facebook, to crowdsourcing and gathering readers' photos, to community events: newspapers now have abundant ways to interact with their readers online. The World Editors Forum, to be held in Vienna from 12 to 15 October next, will focus on the new tools of social media to help editors build communities around their newspapers.



The annual conference, which runs concurrently to the World Newspaper Congress, will also offer a "Facebook for Journalists" workshop in which Facebook representatives will provide tips and advice on how Facebook can be better used by newsrooms, both to find sources and reach a larger audience.

The WEF session on building communities will feature Jim Brady, head of project Thunderdome, the Journal Register Company's initiative to engage audience and creating content across all platforms and geographies, Matthew Eltringham, editor of the BBC College of Journalism website, Anette Novak, editor-in-chief of *Norran* in Sweden, and other speakers to be announced.

Brady, who the *Washington Business Journal* calls "an online news visionary," has formerly worked at AOL, washingtonpost.com and the local news site TBD.com. As head of Project Thunderdome, he is responsible for generating and organising common content for the Journal Register's 18 daily papers and related online publications.

Eltringham is an expert in social media and digital engagement with 16 years inside the BBC's news operations. He has overseen BBC News' use of social platforms as a source of content and as a channel to share its own material and engage audiences.

Novak has been working to turn the 100-year-old *Norran* into a modern media house with a focus on co-creation, moving the trademark position from "news leader" to "motor in shaping the community's future."

More than 1200 chief editors, publishers, managing directors, CEOs and other senior newspaper executives are expected at the Editors Forum, Congress and Info Services Expo 2011, the annual global summit meetings of the world's press. For the evolving programme, registration and other information, go to <http://tinyurl.com/6apyyff> (early bird discount available until 31 July).

Other WEF sessions include:

- **After WikiLeaks: the next step for newspapers**, featuring Mathias Müller von Blumencron, editor-in-chief of *Der Spiegel*, Daniel Domscheit-Berg, founder of OpenLeaks, and other speakers to be announced.
- **Paywalls, from the newsroom perspective**, which will include Jim Roberts, assistant managing editor at *The New York Times*, Matúš Kostolný, editor-in-chief of *SME* in Slovakia, and other speakers to be announced.
- **Rethinking newsroom integration: the latest experiments in a multi-platform age**, featuring John Hillkirk, editor of *USA TODAY*, Christian Ortner, editor-in-chief of *Vorarlberger Nachrichten* in Austria, and other speakers to be announced.
- **The steps towards a successful tablet application**, with Mario Garcia, CEO and Founder of Garcia Media, Peter Hossli, editor-in-chief of the *Collection from Ringier*, and other speakers to be announced.
- **Looking beyond the article**, a session dedicated to new storytelling techniques and featuring Scott Klein, editor of news applications at ProPublica, Bill Adair, founder and editor of *Politifact*, Justin Peters, managing editor of the *Columbia Journalism Review* online, and Marcelo Rech, director general for product at RBS in Brazil.
- **What content should print newspapers focus on to survive and thrive?**, followed by a session on **how editorial initiatives can contribute to print success**. Speakers include Simon Kelner, editor-in-chief of the UK's *The Independent*, Shyam Parekh, editor of *DNA* in India, Alexandra Förderl-Schmid, editor-in-chief of *Der Standard* in Austria, Tom Kent, standards editor and deputy managing editor at The Associated Press, and other speakers to be announced.
- **Plus much more**, including special sessions focused on the Arab Spring, ethics and quality journalism in the wake of the UK phone hacking scandal, the Innovations in Newspapers World Report, and the annual World Press Trends report.

The events, organised by the World Association of Newspapers and News Publishers (WAN-IFRA) and hosted by the Austrian Newspaper Association (VÖZ), will be accompanied by a rich social programme, tours, meetings with local and international political, business and cultural leaders, and more.

The evolving conference programmes and other details can be found at <http://www.worldnewspaperweek.org/>.

For more, visit: <https://www.bizcommunity.com>