

FINDING DIGITAL STORIES:

The Youth Reporter Project

T O O L K I T



FOREWORD

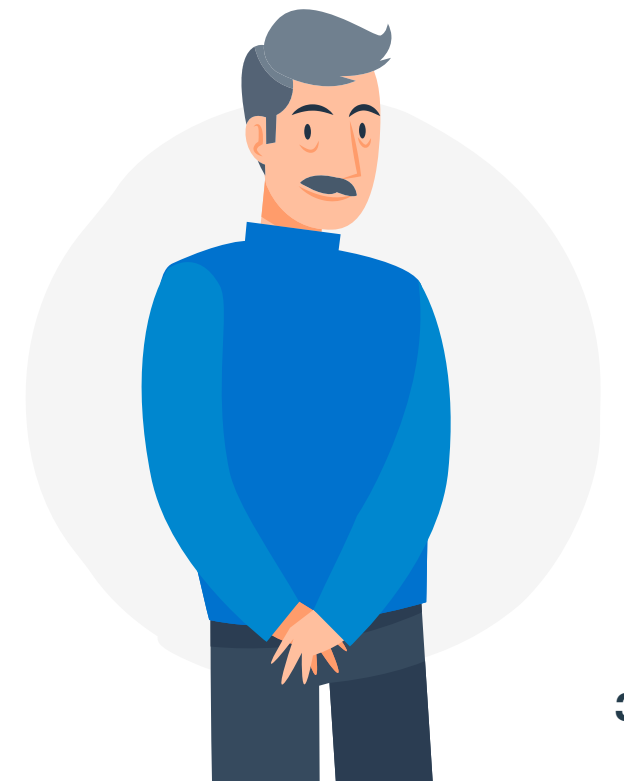
We, at Plan International Philippines, believe in the power and voice of young people. Through our work with young people, we know that their stories alone can create impact and positive change.

Citizen journalism has an important role to play in supporting a functioning democracy, and advancing advocacies toward shaping a just and equal world. That's why we need the youth and their stories more than ever.

With young people's increasing access to new and emerging technologies, it is the perfect time to foster their MoJo (mobile journalism) mindset. Mobile journalism can simply be defined as storytelling using smartphones. It's something that young people can easily capitalize on to tell stories that matter— and, tell their own stories.

Finding Digital Stories: The Youth Reporter Project Toolkit is a comprehensive MoJo guide aimed at empowering young people through practical knowledge and tools on digital storytelling. Through key concepts, tips, and activities on taking photos and videos, creating digital content, writing for social media, and inclusive reporting, we hope that the Toolkit will help shape the youth to be better storytellers, advocates, and agents of change.

DENNIS O'BRIEN
Country Director



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- Participating in the review and feedback process through the consultation and validation phase;
- Coordinating with the youth who participated in the consultation and validation process.



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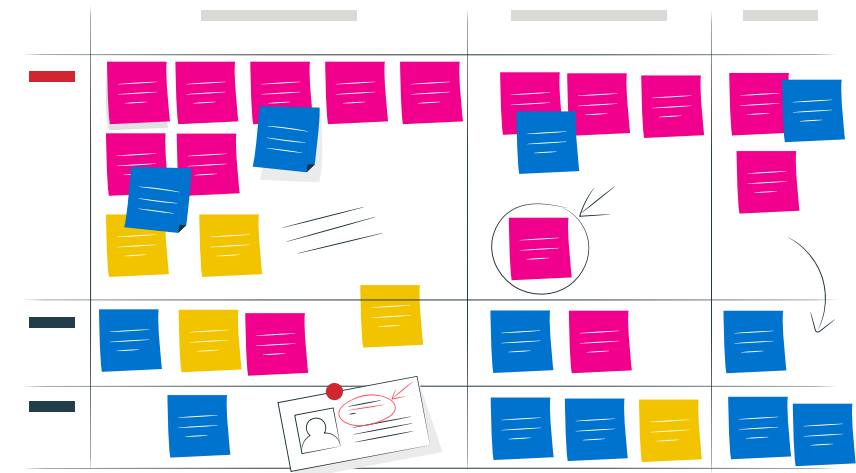


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INTRODUCTION

The Youth Reporter Project is a media project for communities led by young people. It was initially designed for communities affected by typhoons to help in their recovery. Over time, the youth trained under the project began expanding their networks and put their learning in practice as young citizen journalists and media literacy advocates.

As technologies advance and become easily accessible, Plan International seeks to train children and young people to use smartphones as the main tool in producing stories and creating news reports on issues that matter to them and to their communities.



HOW TO USE THIS GUIDE

This guide aims to be a reference for Plan International, its institutional partners, and the youth on how to produce digital stories through a smartphone.

This Toolkit, *Finding digital stories: The Youth Reporter Project Toolkit*, has 5 modules which tackles mobile journalism extensively:

MODULE 1

Content creation for social media

MODULE 2

Photos

MODULE 3

Videos

MODULE 4

Writing on social media

MODULE 5

How to make posts viral

To practice what the students learned, there will be two activities on mobile photographer and mobile videography. The output will be presented during the workshop.

There are two supplemental chapters on conducting one's self on social media, which zooms into basic social media etiquette and how to deal with abuses on different platforms.

WHO IS THIS GUIDE FOR?

The Toolkit is designed as a reference material for young people aged 13 to 24 years old, with the end goal of learning new skills related to content creation, particularly mobile videography.

KEY TERMINOLOGIES

A-ROLL

The footage that is used to tell a story. It could be the primary interview.

ANGLE

The focus of your story.

B-ROLL

The footage that supplements your interview. It supports your primary footage by showing extra scenes related to your video.

BEAT

The area or subject that a reporter regularly writes a report about.

COVERAGE

An event that a journalist needs to cover.



FOOTAGE

A scene recorded on electronic devices.

LIVE REPORT

A type of report where the reporter is streaming live at a remote location.

MAN ON THE STREET

Also called MOS or MOTS, a “Man on the Street” is a type of interview that is not planned beforehand. A reporter asks a person randomly along the street to get an interview.

NATURAL SOUND

Sometimes referred to as “NATSOT”, natural sound is used to set the mood or provide atmosphere in news reports by using the natural environmental sound or noise. It could be background chatter, the sound of the sea, or vehicles passing by.

PACKAGE

A report that contains an interview soundbite.

SCRIPT

Your overall guide for a visual or video report.

SOUND BITE

Sometimes called sound-on-tape, a soundbite or SOT is a spliced speech from an interview.

STANDUPPER

Also called Stand-up, a Standupper or a Stand-up is a type of a new story where the reporter is seen on screen reading a script or presenting information.

VOICE OVER

Voice over or “VO” refers to playing a video from a TV or video report while a news anchor or reporter reads the script.

MODULE 1

MODULE 1

MOJO 101: Content creation for social media

WHAT IS MOBILE JOURNALISM?

Mobile journalism (mojo) is a form of digital storytelling using a smartphone to create content for publication on TV, radio, social media, and other platforms. (Burum, 2018)

Smartphones are at the heart of mojo, but some mobile journalists use other portable devices such as laptops to publish content faster. Data connection is important too.

WHAT'S A 'MOJO' MINDSET?

Mobile journalists can produce news with only smartphones and without necessarily using expensive equipment.

How can you maximize your smartphone?

- Record interviews
- Cut interviews
- Take photos
- Edit photos
- Take videos
- Edit videos
- Write stories
- Write your own script
- Go 'live'
- Post on social media
- Shoot your own standupper report

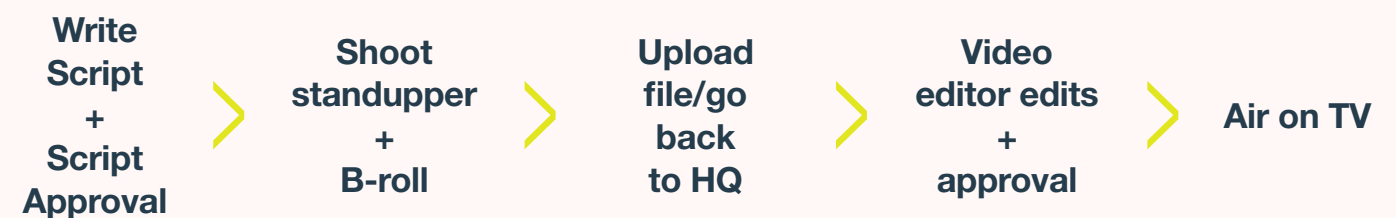


TRADITIONAL BROADCAST JOURNALISM VS MOBILE JOURNALISM?

ASPECT	TRADITIONAL BROADCAST JOURNALISM	MOBILE JOURNALISM
Team Members	2 to 3 (reporter, cameraman, assistant cameraman)	1 journalist
Equipment	Video recording equipment, microphone, tripod	Smartphone, microphone, tripod optional
Workflow	1. Write script > Shoot standupper > Upload file/go back to HQ > Video editor 2. edits > Approval > Publish	1. Shoot > Edit > Publish 2. Shoot > Write script > Shoot standupper > Upload file > Video editor edits > Approval > Publish
Live Broadcast	Broadcasting equipment	Facebook live or Periscope*

* Facebook live is the live streaming feature on Rappler where a video you're taking can be watched by the public at that moment. It can be accessed by adding a post on your Facebook app and clicking "Go Live." Periscope, meanwhile, is an app that does live streaming as well and can be downloaded on App Store and Google Play.

What's the typical workflow for traditional broadcast teams?



For mobile journalists, there are different routes:

Shoot for breaking news.
Full package?

no >

Trim unnecessary video >

Publish on social media

yes



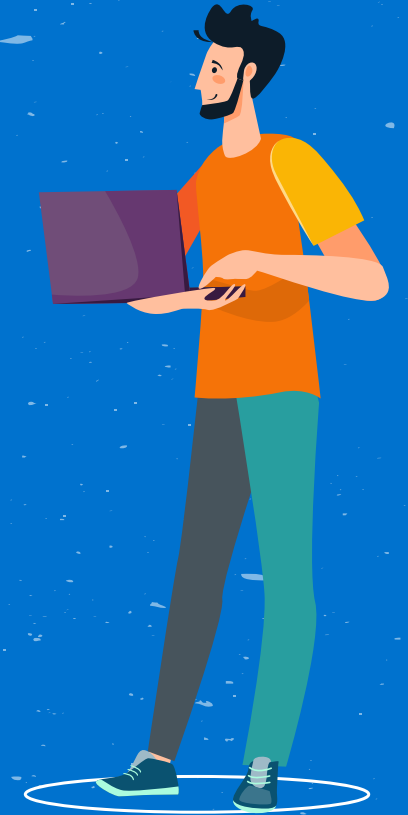
Write Script
+
Script Approval >

Shoot
standupper >

Upload
file >

Video editor edits
+
approval >

Air on TV or
online platform



WHAT DOES A BASIC MOJO KIT LOOK LIKE?



Smartphone



Tripod



Microphone

Cable + Powerbank



OPTIONAL



Light Source



External Lens



Extension Cable

Remember:

Mojo is **still** journalism.

While citizen journalists are not trained professionals, it's important to remind them to adhere to the principles of journalism:

Be truthful and accurate

Report what the facts are and at the same time only include information that is correct and confirmed to be true by official sources.

Credit Sources

Always cite where you get information, unless it would put your source in a dangerous position.

Do not violate confidential information

Do not report on information that may be personal (home address or cellphone number), unless there is consent from the other party. Confidential information also includes those that may threaten national or local security.

Never plagiarize

Do not take one's work, ideas, or words and pass it as your own.



SOLUTIONS-BASED JOURNALISM

Solution-based storytelling is a form of telling stories where the focus is exploring ways to solve a problem. (Shah, 2017)

It focuses on:

1. How problems are being solved
2. How effective are the proposed solutions
3. What are the limitations of a proposed solution

For Youth Reporters, solutions-based storytelling is important as stories tell the world that some groups or communities have solutions to problems. It also helps push for advocacies that are worth a feature.





THINKING LIKE A REPORTER

An **angle** is a story's focus – the most important idea in a report. How do I identify an angle?

Here's what you need to answer:

AUDIENCE

- Who do you want to see your content?
- How old are they?
- Where do they live?
- Are they a particular group of people who have the same interest as your planned topic?

IMPACT

- Is it relevant to your intended audience?
- Is it interesting enough to your audience?
- What can possibly happen as a result of your story?

CONFLICT

- Is there some sort of a problem or an issue central to the topic?

TIMELINES

- What's new about it?
- Is it fresh and unique?
- Is there an event or a commemoration of an event (example, holiday or World Day of this and that) when you can anchor the release of your content?



After identifying an angle, answer these questions:

- Who's involved?
- What has happened?
- Where has it happened?
- Why is it happening?
- How did this happen?



To have a better idea on how to find angles or story ideas, you can read this International Center for Journalists story:

How do journalists find their story ideas?
(Cristiana Bedei, 2020)

QUICK

Identify an angle for this fictional scenario:

One Friday morning, on May 28, dozens of teenage girls flock to the community center in San Jose, Tarlac, to see who the visitors are. But they do not approach their guests, instead they maintain distance. Slowly – and shyly – the girls approached the guests as they handed them kits. A look at the kit showed the logo of Plan International Philippines. As it turned out, the organization donated 1,000 packs of menstrual hygiene kits to the community, so that teenage girls, some as young as 10 years old, wouldn't have to miss school when they are on their period. Apparently, the day coincides with the Menstrual Hygiene Day. You then hear a woman elder speak during the event. She thanks Plan International for its generosity. She explains that it takes them more than an hour to go down to the village center for the nearest sari-sari store. But it's not exactly the reason why they don't buy menstrual pads. They don't have the money for that, she says.

MODULE 2

EXERCISE

MODULE 2

MOJO 101.1: Photos



WHAT IS MOBILE PHOTOGRAPHY?

In simplest terms, it means taking photos with a smartphone.

WHY SHOULD I TAKE PHOTOS FOR STORIES?

- It serves as visual reference to the characters or location mentioned in the text story
- It adds to the mood

WHAT ARE THE TYPES OF SHOTS?



1

EXTREME WIDE SHOT (EWS)

It establishes the scene. In some cases, the subject of the photo is too small compared to the background.



Photo from Plan International Philippines

2

WIDE SHOT (WS)

Like EWS, a wide shot establishes the scene. The only difference is that the subject is close enough that it shows the full body of the subject.



Photo from Plan International Philippines

4

MEDIUM CLOSE-UP SHOT (MCS)

It shows the subject from chest up.



Photo from Plan International Philippines

3

MEDIUM SHOT (MS)

It shows the subject from waist up.



Photo from Plan International Philippines

5

CLOSE-UP OR TIGHT SHOT (CS)

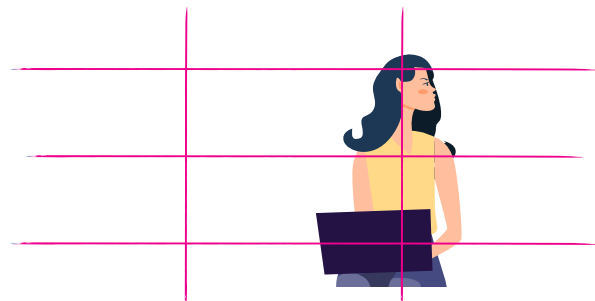
In this type of shot, the face of the subject fills the screen.



Photo from Plan International Philippines

TAKING PHOTOS DO'S AND DON'TS

DO'S DON'TS



RULE OF THIRDS.

Divide your screen into 9 equal sections. The subject may be in any of the intersecting lines.

BURST MODE.

For moving subjects, choose the “burst mode” to capture as many photos as possible to get the right shot.



FOCUS.

Press the part of the screen to avoid blurry subjects.

COMPOSITION.

Look for natural frames or symbols that may mean something or describe your subject.

EXPLORE EMPTY SPACES.



OVEREXPOSED.

This simply meant that your subject is too bright in the photo. Press the subject on the screen to adjust its brightness.

UNDEREXPOSED.

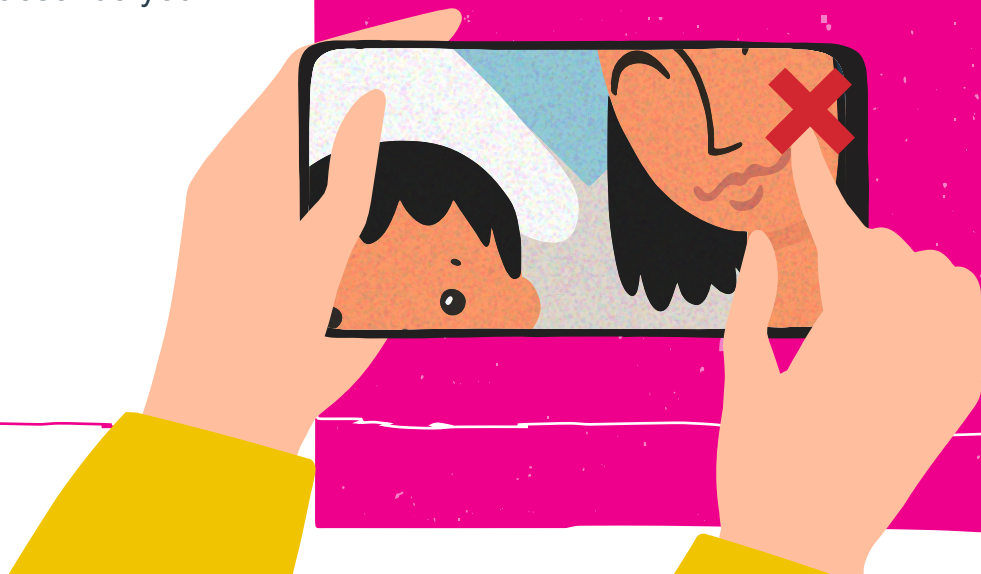
The opposite of an overexposed photo is an underexposed one, meaning the subject is too dark. Make sure there's no light behind the subject. Press on the subject to adjust its brightness.

AVOID ZOOM.

It may result in grainy photos.

CUT THE HEAD.

of your subject or put unnecessary space on top of your subject's head. Use the rule of thirds for reference.

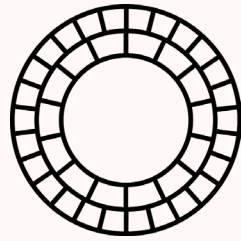


ARE THERE APPS I CAN USE TO TAKE PHOTOS?

Yes, here are other apps you can use aside from your phone's camera:



SNAPSEED is easy to use. Taking photos is simple as you only have to tap the big “plus” (+) icon on the screen. There are preset filters on Snapseed as well that you can use to retouch your photos.



VSCO.

While famous for its preset filters, VSCO can also take photos and then edit it there after. But you can't zoom when taking photos on VSCO, the photo can only be cropped after.



OPEN CAMERA is pretty much like an Android phone camera, except you can set it to function like a professional camera. Open Camera supports manual settings like changing the exposure level, ISO (a setting that brightens or darkens your photos), and face detection, among others, depending on how you like it.



PROSHOT.

Like Open Camera, ProShot also offers the usual manual setting for photos for professional photography. It also supports different sizes and file types for photos.



PROCAMERA.

So far only available for iPhone, ProCamera offers iPhone users the option to manually set ISO and shutter speed (how quick a photo is taken when the shutter or button to take photos is pressed). Similar to Open Camera and ProShot, it offers manual settings for professional photography

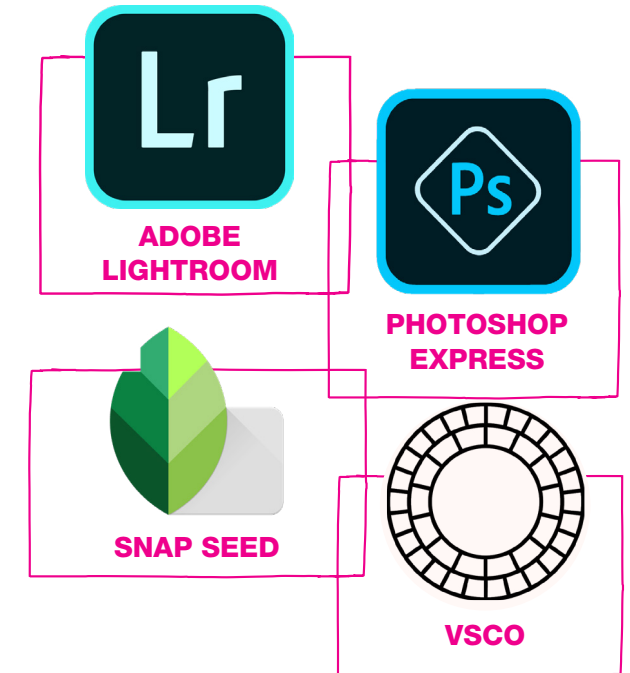
WHAT ABOUT EDITING?

HOW SHOULD I EDIT MY PHOTOS?

Here are the basic rules:

- Don't apply a filter
- Adjust the brightness
- Adjust the colors (but not too much)
- Crop unnecessary empty space

WHAT ARE THE APPS I CAN USE?



All these apps have preset filters, which may not be useful for mobile photojournalism. But they also offer basic editing tools such as changing the brightness, saturation (color intensity in a photo), cropping, and sharpening, among others.

But the best photo editor among the 4 remains to be **Adobe Lightroom**, as it gives you full manual control on how you want to edit your photos. Here, you can choose the colors you want to edit. Say, for example, a photo is too “warm”, meaning it's full of reds and yellows. To make it “less warm” you can adjust the reds and the yellows to make it less intense.

ACTIVITY

TAKING PHOTOS

Instructions:

1. Using your smartphone, take 1 to 4 photos outside the room.
2. Upload it on Facebook or Twitter.



Note:

In taking these photos, ask yourself: “What’s the most interesting thing outside this room that the world must know?”

MODULE 3

MODULE 3

MOJO 101.2: Videos

WHAT IS MOBILE VIDEOGRAPHY?

In simplest terms, it means taking videos with a smartphone.

Since videos are much like photos but only that it moves, remember your lessons in photography:

- Rule of thirds
- Framing
- Lighting
- Focus
- Headroom
- Composition

Here are other things to consider:

Orientation.

This is either landscape or portrait. Stick to one. Here's a quick cheat sheet to know which you should use:

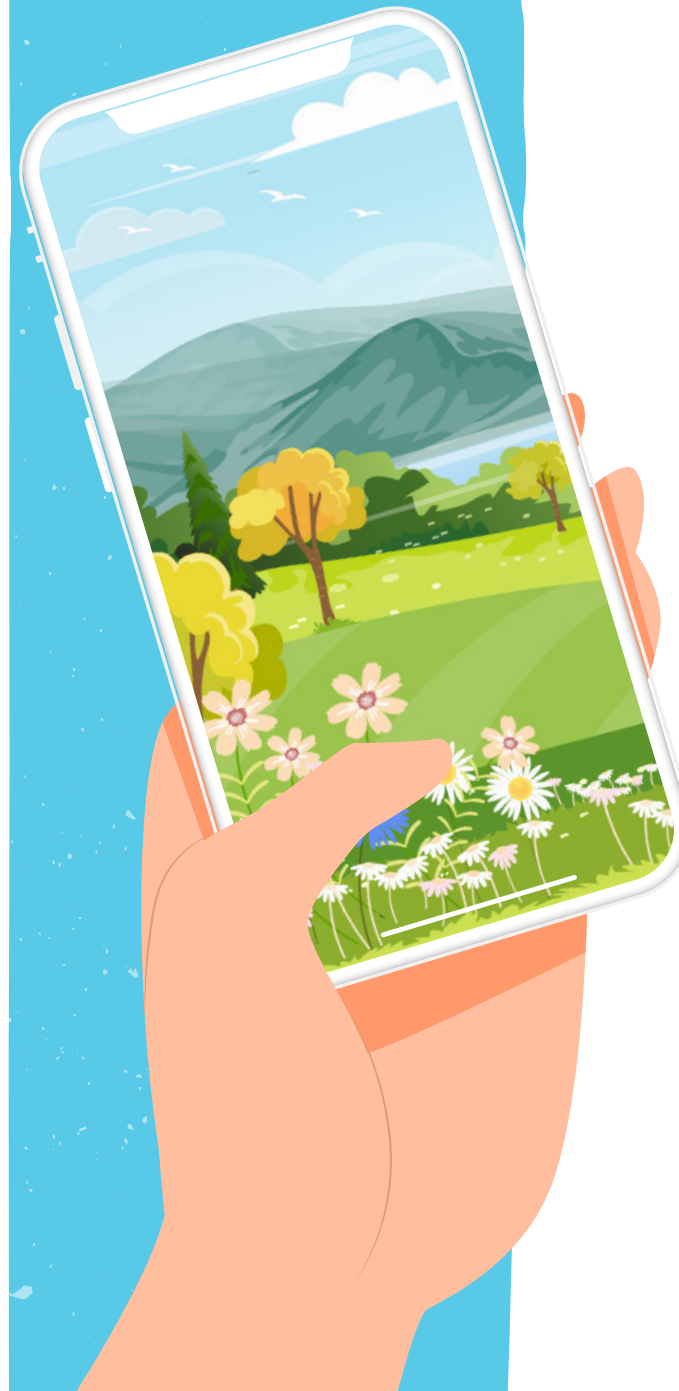
- **Landscape** - If you will post it on YouTube, Facebook timeline, or other video streaming sites like Vimeo.
- **Portrait** - If you will post it on Instagram or Facebook stories, or Snapchat.

Audio.

Audio is a **very** important part of a video. Make sure it's clear. When taking one, consider the soundbite (SOT) of an interview and the natural sound (NATSOT) of a location. A SOT may need a microphone while the NATSOT may not.

Movement.

This shows the pace of a moving subject in the video. It also defines the pace of your overall video whether you shoot several fast-paced videos or slow ones.



Composition.

Add symbols in the background that will describe your subject or the topic you are focusing on.

Footage.

There are two types of footage: an **A-roll** is the primary video which shows the subject talking while the **B-roll** is the extra video that can be added to support what the subject is talking about. Your A-roll is your SOT while your B-roll can contain the NATSOT.

When filming B-roll, shoot for about 6 to 10 seconds, or more, as needed. The more footage you have, the more videos you can choose from when editing.

Shoot to edit.

While taking as much footage needed is important, it is also equally necessary to shoot with the finished product in mind. Shooting to edit just means that you shoot the footage of scenes you plan to use when you edit your final video. This approach saves time.

SCRIPT WRITING



Before opening your video editing app, you first have to create a script which will serve as your outline for your project. This process is called “**scriptwriting.**”

A good video is as good as your script. Writing a news script is very similar to writing a text story – such as placing the main point of the story up top – but remember, that this is made for the ears.

When assembling your script, here are some questions you should ask yourself:

- What is the main point of your story?
- Who are the characters?
- Which case study has the most compelling soundbite or story?
- What visual elements should I place to complement the soundbite or the voice over?

Once you have answers to your questions, you can start plugging them in your script. It usually follows this outline:

1. The lead which will set-up the scene
2. Context for your lead “in a nutshell”
3. Case study/ies
4. Response to your case study
5. Additional information or resolution. It could be an open-ended question as well if it’s a developing story.

NOTE You are not bound to the usual outline. It’s only a guide. In some cases, your case study can explain the context.

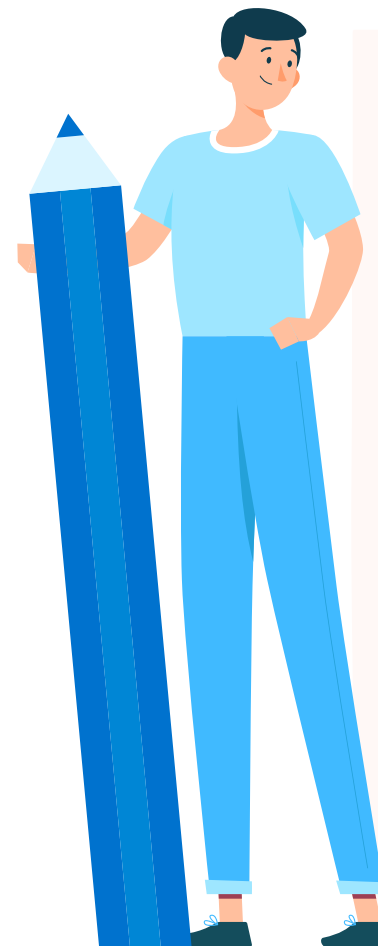
SCRIPT FORMAT

A news script can be written in two ways:

Split-page - The elements are divided into two columns: the video and audio part. All visual elements such as video, images, and graphics go to the video column, while soundbite, voice overs, and translations, if needed, go to the audio column.

Full-page - the elements of the script (video/images, audio, and graphics) are laid out per line. It could be distinguished by colors.

To show how it’s done, let’s use the quick exercise in Module 1:



One Friday morning, on May 28, dozens of teenage girls flock to the community center in San Jose, Tarlac, to see who the visitors are. But they do not approach their guests, instead they maintain distance. Slowly – and shyly – the girls approached the guests as they handed them kits. A look at the kit showed the logo of Plan International Philippines. As it turned out, the organization donated 1,000 packs of menstrual hygiene kits to the community, so that teenage girls, some as young as 10 years old, wouldn’t have to miss school when they are on their period. Apparently, the day coincides with the Menstrual Hygiene Day. You then hear a woman elder speak during the event. She thanks Plan International for its generosity. She explains that it takes them more than an hour to go down to the village center for the nearest sari-sari store. But it’s not exactly the reason why they don’t buy menstrual pads. They don’t have the money for that, she says.

A **full-page script** should be written like this:

Video Element	○ RUN ESTABLISHING SHOT COMMUNITY CENTER
Indicates timecode for soundbite/VO	○ PAUSE FOR VO [0:00:01.00 - 0:00:09.37]
VO	○ IN SAN JOSE, TARLAC, GIRLS AS YOUNG AS 10 MISS CLASSES EVERY MONTH. IT'S NOT BECAUSE THEY'RE SICK – THEY ARE ON THEIR PERIODS.
Indicates what graphic will be used	○ RUN ESTABLISHING SHOT SAN JOSE, TARLAC
Graphic	○ GFX UPSTREAM ○ SAN JOSE, TARLAC
Soundbite	○ RUN TEENAGE GIRL A-ROLL ○ PAUSE FOR SOT [0:00:01.00 - 0:00:09.37] ○ GFX UPSTREAM ○ MARIA PAGANIBAN ○ GRADE 6 STUDENT
Translation	○ Nahihya ako pumasok 'pag meron ako. Wala kasing pambili si nanay ng napkin. Minsan, nakakabili. Pero sinasabi ko na lang, di na lang ako papasok para pambili na lang namin ng ulam. ○ I don't go to school when I am on my period. ○ We don't have the money to buy a menstrual pad. ○ Sometimes, my mother gets to buy. ○ But I tell her not to do so. I'll just skip classes, so we can use the money to buy food.

A full-page script uses color coding to identify what element is being described. The example above shows that gray text is for videos, yellow highlight for the timecode of VO or soundbites. Black text is for the actual soundbite or VO; pink text is used to indicate that a graphic is needed; while blue text is for the actual graphic to be seen on screen.

If we put that in a **split-page script**, this is how it will look like:

VIDEO	AUDIO
RUN: Establishing shot of community center	VO: IN SAN JOSE, TARLAC, GIRLS AS YOUNG AS 10 MISS CLASSES EVERY MONTH. IT'S NOT BECAUSE THEY'RE SICK – THEY ARE ON THEIR PERIODS.
RUN: Establishing shot of San, Jose Tarlac GFX: SAN JOSE, TARLAC	
RUN: TEENAGE GIRL A-ROLL GFX: MARIA PAGANIBAN	SOT: Nahihya ako pumasok 'pag meron ako. Wala kasing pambili si nanay ng napkin. TRANS: I don't go to school when I am on my period. We don't have the money to buy a menstrual pad.
RUN: BUYING NAPKIN	SOT: Minsan, nakakabili. TRANS: Sometimes, my mother gets to buy.
RUN: MARIA PAGANIBAN NOT IN SCHOOL	SOT: Pero sinasabi ko na lang, di na lang ako papasok para pambili na lang namin ng ulam. TRANS: But I tell her not to do so. I'll just skip classes, so we can use the money to buy food.

If you notice, each row is written per frame, corresponding to the audio component. If there's no audio, then leave it blank.

TIPS ON WRITING A SCRIPT

- As mentioned earlier, writing a script is made for the ears. When writing your voiceover or standupper script, make sure that your sentences are **concise**. Go straight to the point with less words as possible. One thought per sentence.
- Don't use overly descriptive words. Use **active voice** instead. Verbs over adjectives.
- Write in **present tense**.
- Choose the right soundbite. Sometimes they evoke emotion, sometimes they provide explanation.
- Read it aloud. If the script does not roll off the tongue, revise, reword, or use shorter sentences.

HOW DO I EDIT VIDEOS?

Once your script is ready, you can now start editing.
What are the video editing apps I can use?

Quik by GoPro.



This is the app made for videos taken on GoPro but it proves to be useful for those taken on a phone. Quik is great for beginners as it has templates that allows you to simply just add a new video and your output will be done. But since it only has templates, you can do manual video editing (like putting subtitles) here.



iMovie is the video editing app from iPhone. While designed for beginners, iMovie proves to be a powerful video editing app that can give a professional-grade output. It allows you to insert several clips and even background music at the same time. You can overlay text and subtitles as well.



KineMaster.

Similar to iMovie, KineMaster offers the same professional-grade video editor functions. It's the best video editor app for Android but the only downside is that it has a watermark to use for free.



TIPS ON EDITING VIDEOS

- Watch your material. What's the best shots that should be used for your project?
 - Find opening and closing shots.
 - Find soundbites that evoke emotion.
 - Listen to audio. Watch out for the beat and the rhythm of the audio when cutting footage.
-
- Consider pace: If you want it to seem like it's fast-paced, there should be shorter shots. For slower paces, footage is longer.
 - Best to cut A-roll footage when interviewee pauses or breathes.
 - Natural sound adds to the mood. But don't amplify background music. (You may face copyright problems)

MODULE 4

MODULE 4

MOJO 101.3: Writing on social media



Social media changed the news cycle.

- It no longer follows the traditional 24-hour news cycle
- Breaking news can now be done by posting updates on social media

It also changed every stage of news production:

News gathering.

- Crowdsourcing in the internet
- Official news sources are on social media as well. Press releases and livestream of events are posted on their account

Distribution.

- There is no fixed time or place to get news, as supposed to watching the TV or buying newspapers.

News reporting.

- Multimedia reporting, or stories with photo or video output, are now expected.
- Providing of accurate information in a fast manner is expected too
- The “comments section” allows news readers to provide feedback on a particular story

HOW SHOULD I WRITE FOR SOCIAL MEDIA THEN?

Go straight to the point.

When reporting news, journalists adopt the “inverted pyramid” which ranks the importance of information in every story. The same is true when writing social media posts.

You’re writing to connect.

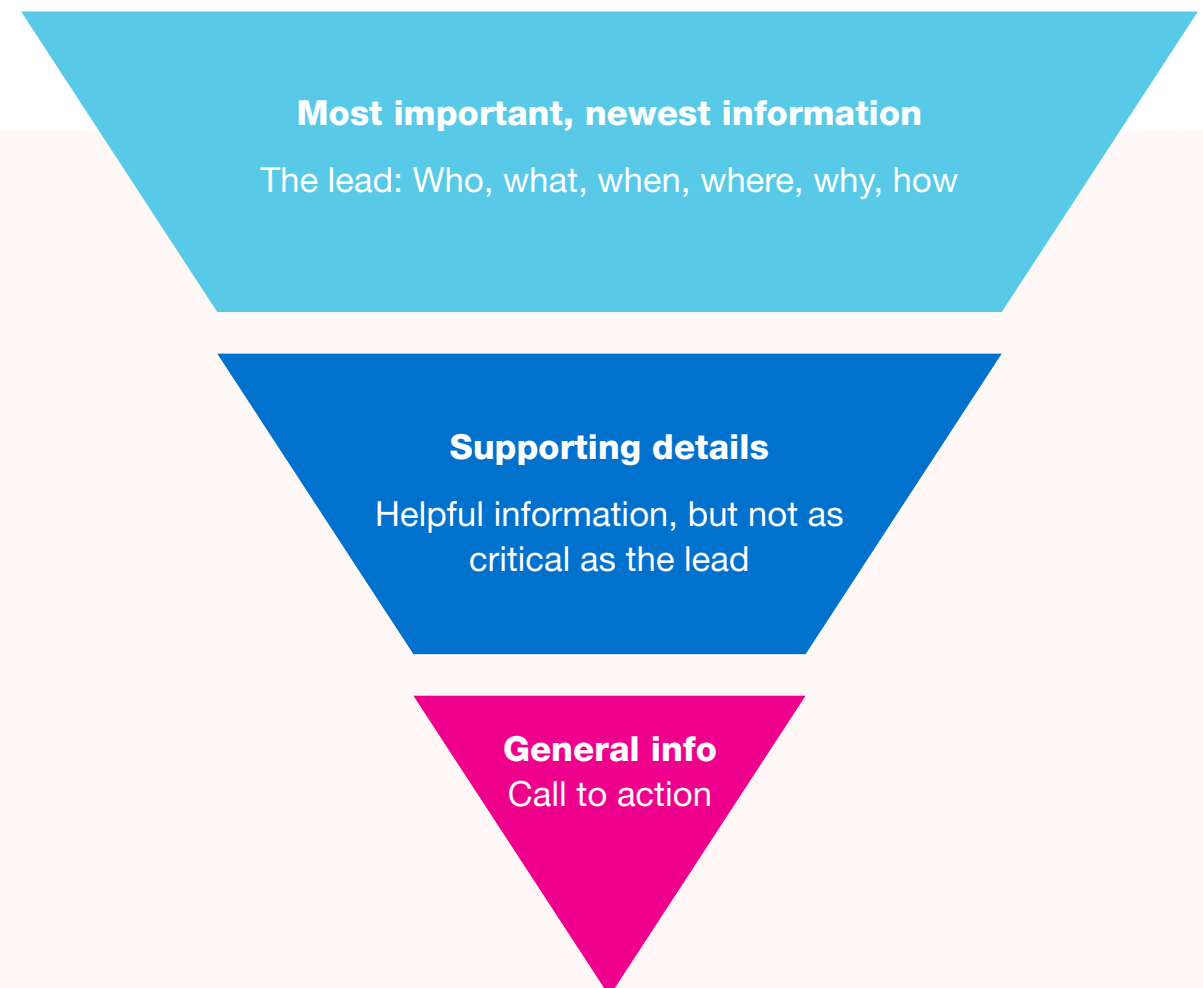
Remember that the point of social media is to connect with other people part of a community. How does this story relate to the community?

Different platforms appeal to different audiences.

Identify the background of your audience or your “followers” on social media. Who are they and what do they like? In most cases, captions for social media platforms vary.

For example:

- Write Facebook posts like leads for a story.
- Write tweets as headlines





Post only factual information.

Do not post anything that is not verified.

Add “photo for attention.”

Photos catch the attention of the reader.

Consider your tone.

Think about what will make people share your post to their followers. Why does your post matter to them?

Remember the character limit:

- Facebook cuts posts after the 477th letter. Posts have a total character limit of 63,206.
- Twitter used to limit tweets to 140 characters, but has now allowed up to 280 characters.
- Instagram limits photo captions to 2,200 characters, but it will get truncated after 125.
- YouTube description is up to 5,000 characters

Break up blocks of text.

Break your post into shorter paragraphs or else a person would just scroll past it.

Cite your sources.



Know your story very well.

Research. It must be fool-proof, which means that you cannot be wrong about anything. Read and re-read your story or your script to spot factual errors or important background information that may have not been included.

Find the right sources.

Your contact can provide you with insight and important information about the topics you are writing about.

Don't be afraid to ask the hard questions during an interview.

Always verify.

Don't take the words of your interviewee as cast in stone. Double-check if it's true by checking with other sources of information.

Remember your audience.

Who are you writing this report for?

Don't let your biases influence your report.

Be fair and balanced.

Be prepared for questions.

Once your story is out, the public may have questions in mind. You don't necessarily have to respond to their comments, but these topics could be your story.

Consider your choice of words.

As an editor of mine usually says, “Write in such a way a grade school student can understand it.” You don’t have to use jargons that only a portion of the population understands – and if needed, you have to explain it.

Part of choosing the right words include being sensitive to issues such as gender and persons with disabilities. Remember that the media can influence how people formulate opinion based on reports.

Here’s a good resource on inclusive reporting by the

 [Birmingham City University School of Media in the UK](#)

Meanwhile,


 [The Seattle Times](#)

has published its own company policy on inclusive journalism.

Think about your mental health.

Think about your mental health. Journalists often witness how a story unfolds and this line of job can greatly take a toll on someone’s mental health. We are not immune to being emotionally affected and it’s important to recognize the signs. Do not ignore it. Seek support or professional help.

Here’s another:

 [International Center for Journalists’ resource on taking care of your mental health](#)



TOOLS YOU CAN USE

In sum, here are the apps you can use for your multimedia report, and others that can help you be more creative:

PHOTOS

The following apps can be used to take and edit photos, except Canva and Unfold. **Canva** and **Unfold** are used to make collage or edit photos with text:



VSCO



Snapseed



Open Camera



ProCamera



ProShot



Canva



Unfold

MULTIMEDIA COLLAGE

These apps simply allow you to make a multimedia collage, meaning you can add both photos and videos in your collage.



PicPlayPost



ThingLink

VIDEO

Here are the apps you can use to edit your videos:



Quik by GoPro



iMovie



KineMaster



Stop Motion Studio
(stop-motion video)



Vont
(add text on videos)



Legend
(animate text on video)



PocketVideo
(video editing)



Mojo
(for vertical videos)

GRAPHICS

These apps simply function like Adobe Photoshop, but these you can use to edit and make images on your phone for free.



Canva



Alight Motion
(for motion graphics)



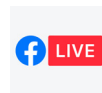
Vimage
(animated photos)



GifMe
(create GIFs)

BROADCASTING

These apps allow you to do live streaming.



Facebook Live



Instagram Live



Periscope



Switcher Studio
(free but with watermark)



WireCast

MODULE 5

MODULE 5

MOJO 101.4: How to make posts viral



While there is no hard and fast rule on making posts viral, here are some guidelines on what went viral in the past:

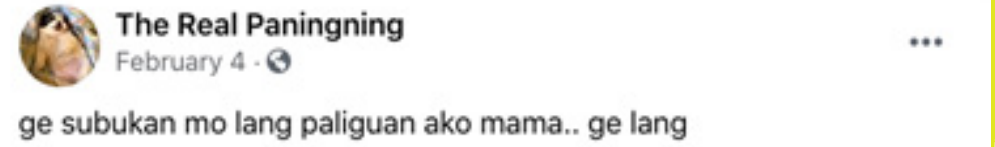
LISTICLES

These are stories that provide a list on any topic.



ANIMALS

Anything that about pets goes viral, especially when they're cute.




INSPIRING STORIES

These are easy to relate to.

NextShark ✓
March 3, 2017 · 🌐

This girl is going places.



NEXTSHARK.COM

Meet the 13-Year-Old Filipino Programmer Who Built Her Own Company [Learn More](#)

👍👎❤️ You and 4.1K others 111 Comments 1.1K Shares

GMA News ✓
May 28, 2017 · 🌐

Two scholars of the International School Manila are bound for fully funded study at Ivy League schools. One of them is a farmer's son who has been admitted to Harvard University in Massachusetts, US, on full scholarship.



GMANETWORK.COM

On full scholarship: Bulacan farmer's son headed to Harvard, cop's daughter off to Columbia

👍👎❤️ 59K ❤️ 1 722 Comments 2.9K Shares

HATE POSTS

Anything that makes people angry easily goes viral too. Except that making hate posts for the sake of making it viral is not considered a responsible way of using social media.



WHICH SOCIAL MEDIA PLATFORM SHOULD I USE?



Here are the widely used social media platforms and what they are for:



Facebook is a social media platform that connects a user to his or her “friends” which may not necessarily be your real friend, but your family and other people that you know. Users may comment and react to posts about how they feel about it. (Example: Like, Haha, Angry, and Sad). The posts may also be shared on the user’s timeline.



Instagram is widely used for posting of photos and videos.



Twitter, meanwhile, connects with other users you “follow”. Posts on Twitter are called “tweets” which may be liked and shared by other users by “retweeting,” or if they want to add their own sentiments, they can “quote tweet.”



Youtube is for video content.

HOW DO I INCREASE MY FOLLOWERS AND MAKE MY POSTS VIRAL?

Know your audience

What do your friends, family, and followers like to read or see on their social media platforms?

Choose the right platform

Different platforms have different communities. For a particular content, think where it would get shared more. Your friends on Facebook? Your followers on Twitter?

Think of the algorithm

The “algorithm”, in simplest terms, is what is responsible for how posts are ranked on social media.

- On Facebook, posts of friends and family are higher on the feed. Twitter, meanwhile, updates based on the latest tweets.

Post on peak hours

To ensure a wider reach, post your content at the time where you get the most likes, comments, or shares. It may depend on your followers, but usually, highest engagement on posts happens around 8 pm to 10 pm, when people are using their phones after work or school.

Use #hashtags

Hashtags are keywords (any word actually) that you may put after the hash sign (#). Hashtags are meant to put all posts and topics in one page to make content easier to be found. That’s why whatever social media app you use, when you click on hashtags, it brings to another page that contains all posts that have the same hashtag on it.

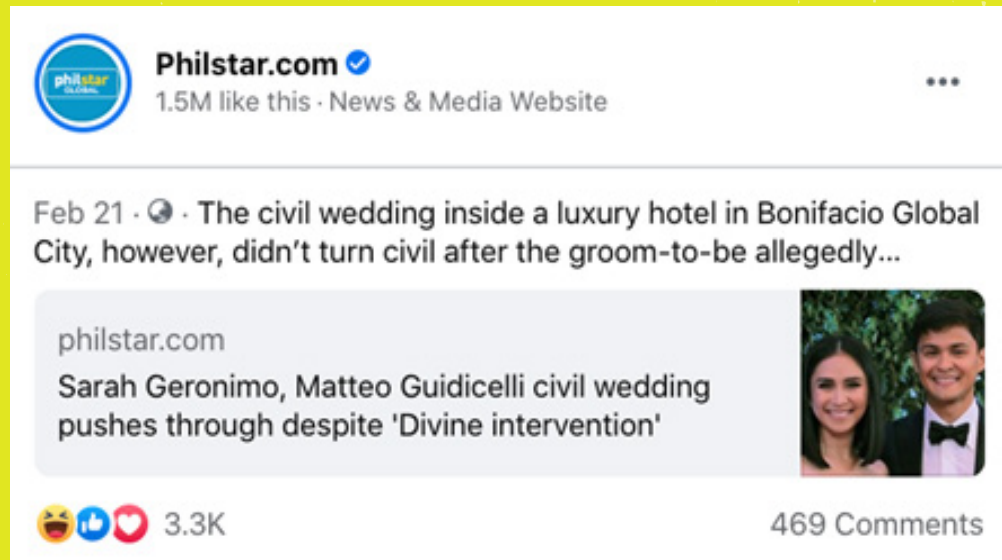
Add subtitles for videos

It may be a lot of work, but people watch videos without listening to them. Adding subtitles make the audience watch the video a bit longer, and perhaps share it on their timeline.



Choose a better headline or title

Write your headline or video title in such a way that it makes your audience curious enough to read or see more of it.



Write witty posts

Apart from witty headlines, posts that are “witty” – or those that your followers find funny – easily goes viral as well. The same principle applies to good use of accurate information.



RESPONSIBLE USE OF SOCIAL MEDIA

Social media is a powerful tool. Of the 4.5 billion internet users around the globe in 2020, there are 3.8 billion using social media users.

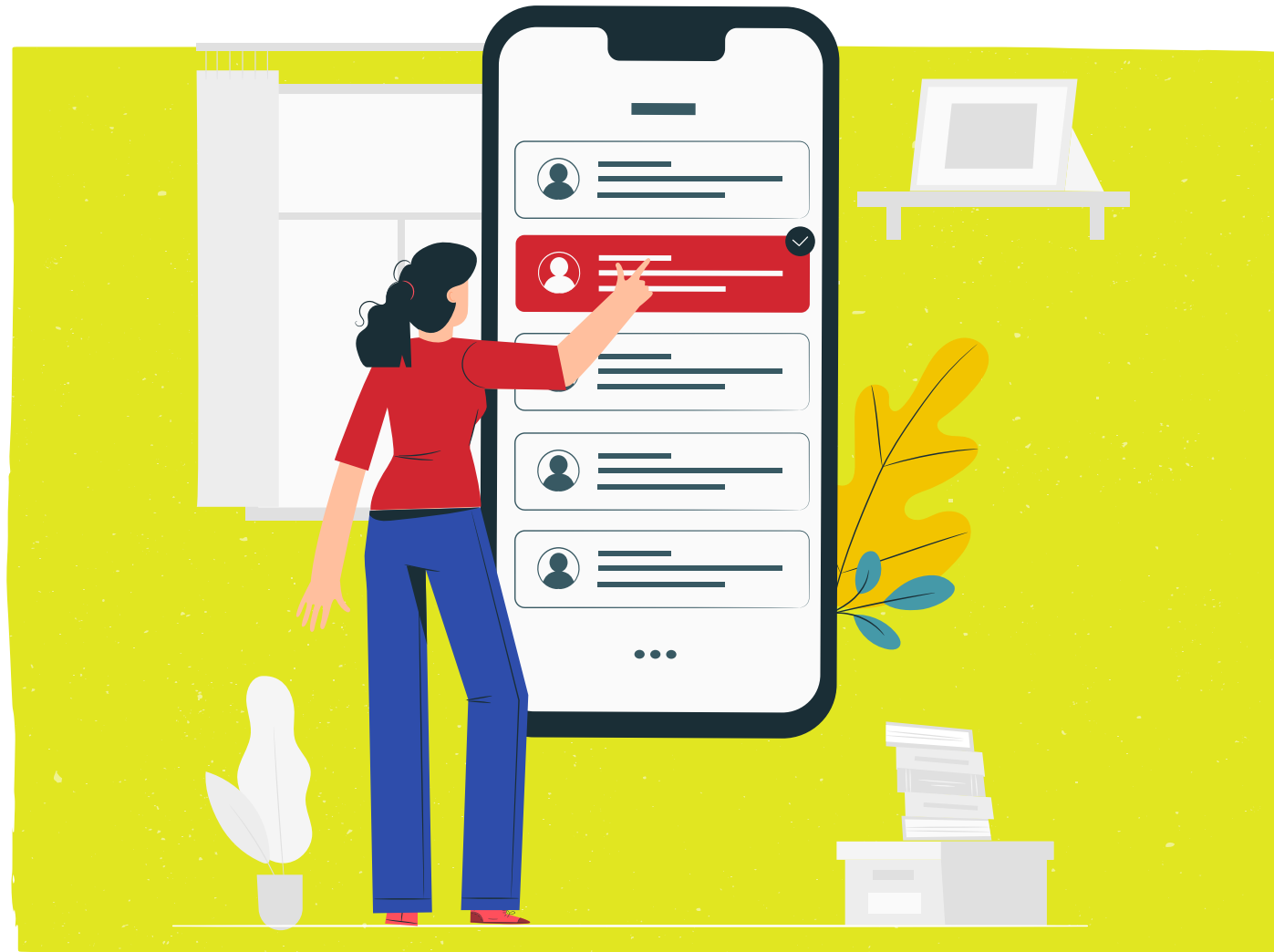
Because there are billions of people using social media, it can be used to do all sorts of things – from official government announcements, to pushing forward advocacies, spreading kindness, or even finding a quick laugh. But it can also be abused.

SOCIAL MEDIA ETIQUETTE

Not all newsrooms have social media guidelines, partly because having such would limit a journalist's freedom of speech or that it may become outdated easily because of current trends.

While there are no fixed rules on how to conduct yourself on social media, here are some basic guidelines that draws on journalism ethics which youth reporters can follow:

- Always be truthful, fair, and accurate.
- Do not share photos or videos that are not yours without credit
- Always credit. CTTO or "Credit to the owner" does not in any way credit the owner of a content or idea.
- Cite your sources. If you are live tweeting, it's important to cite who said the particular sentence. If the quote is not verbatim, then don't make it appear as if it's said verbatim.
- Don't post personal information without consent.



- Be respectful of other social media users.
- Issue an apology if your post has a factual error.
- Be calm when responding to angry comments.

If you are confused, always ask yourself:

Is the post I'm writing something I would say in person?

PROTECTING PERSONAL INFORMATION

Apart from being mindful of your posts, it's also important to limit the information about you that can be seen publicly.

Journalists are oftentimes targets of harassment due to the topics they cover, so it's best to limit what the public can see on your social media profiles.

HOW CAN I PROTECT MY SOCIAL MEDIA ACCOUNTS?

Use a strong password to avoid being "hacked" or locked out from your account by unidentified individuals.

Update your privacy settings for posts, photos, or videos that you don't want everyone to see. **Facebook** allows changing a posts privacy level from "Public" (everyone in the internet can see), to "Friends" (only your Facebook friends can see), or "Only Me" (visible to you only).

Sharing to  Friends

You may also choose to hide these content from your timeline, but remember that it can still be searchable on Facebook or Google.

Other platforms, like Instagram and Twitter, do not allow limiting the visibility of individual posts. Your account is either public or private. If you choose to make your account public, make sure that you do not have old posts that you may no longer want the public to see. Delete it, if you may. An alternative for these platforms is to create a new public account altogether.

CAN SOCIAL MEDIA BE ABUSED?

Social media apps have made it very easy for people who do not know each other to communicate. This made everyone a “publisher” because we can do publish or post anything that we want. Because of this freedom to talk to anyone or post anything, comments or posts that are made visible to the public can be easily targeted or attacked by people that we do not know.

There is an abuse of social media when there is an attack, a threat, or an intention to mislead. Bullying, verbal harassment, and fake news are some of the examples. None of these do good.

These are among the risks youth reporters will have to face and prepare for when using social media.

I ALWAYS HEAR ABOUT TROLLS. BUT WHAT ARE THEY?

Trolling, by its dictionary definition, means to harass or criticize a person intentionally in a mocking or annoying way. “Trolls” are those who do the trolling. A troll’s goal is to make the person receiving the trolling to either:

- Be swayed or believe what the trolls are saying
- Be provoked or have a strong reaction (usually anger or hate) towards what the troll is saying

In the Philippine context, trolls are real people using a different name for their social media accounts to do the trolling by following a script. They may be paid to do just that. Why? There are several reasons:

- To spread false information
- To change the perception on a topic, a public figure, or celebrity
- To show support to a person, a public figure, or a celebrity
- To damage the reputation of a person, a public figure, or a celebrity
- To spam or send the same message to a large number of people



Since trolls are hiding behind a fake name, they don’t care about threatening, attacking, or bullying a person. In most cases, they also spread false information and fake news.

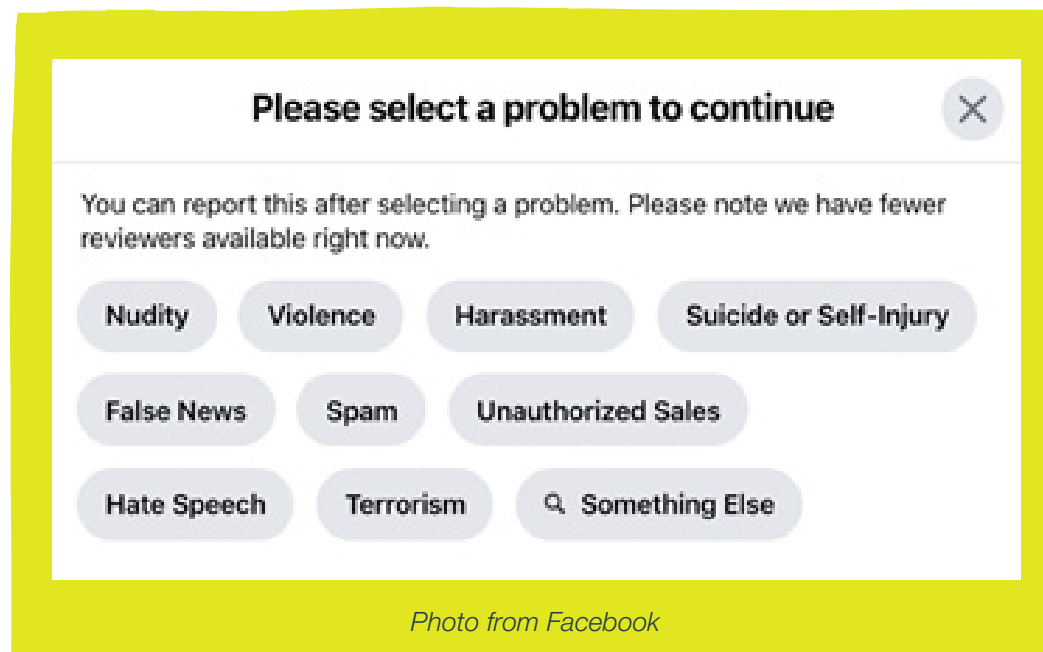
WHAT CAN I DO TO DEAL WITH TROLLS AND SOCIAL MEDIA ABUSERS?

If you spot a troll in your timeline, remember not to reply to them. There is no use replying or engaging with them because they follow a script. Sometimes, other trolls would attack you once you respond to one. Alternatively, we can block them so we no longer see them on our timeline.

It is also our social responsibility to report them or their post, so that they will stop from doing it again.

Social media platforms rely on individuals to report or block accounts or posts for harassment. The account being reported will not know who filed the report. Here are how popular social media platforms allow users to report abusive content:

On **Facebook**, a post can be reported by clicking on the 3 dots on the upper right corner of the post. For the account, the 3 dots can be found on the bottom right of the cover photo. A user will then need to choose why a post is worth to be taken down by Facebook:

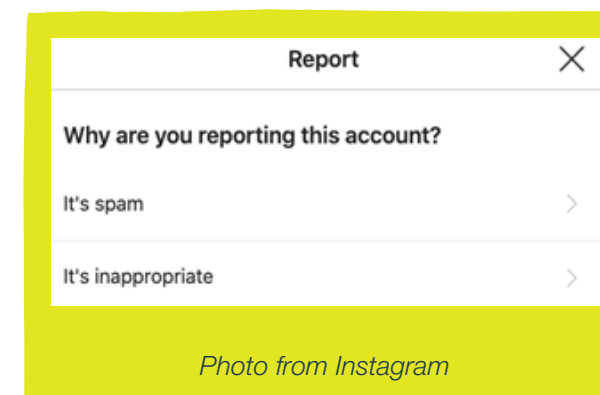


On **Twitter**, an account or a tweet can be reported if they violate any of the following:

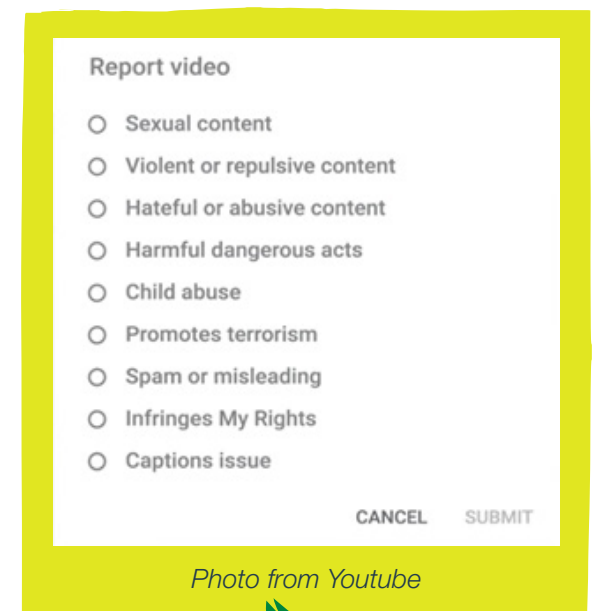
- Suspicious or a spam
- Abusive or harmful
- Expresses intentions of self-harm
- Pretending to be someone else
- An account's tweets are hateful
- An account's profile information include abusive or hateful tweet

On **Instagram**, a post can be reported by clicking on the 3 dots on the upper right corner of the post. For the account, the 3 dots can be found beside the account name. A post can be reported if it shows:

- Nudity
- Hate speech
- Violence
- Sale of illegal goods
- Bullying or harassment
- Scam or fraud
- False information



On **Youtube**, videos can be reported by clicking on the 3 dots on the top of the video then tapping the flag to report. Videos can be reported for violating the rules on the following:



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The Youth Reporter Project is a participatory, community-based youth media project implemented by Plan International in different countries including the Philippines. Young people trained under the project are building their own network, proactively putting their learnings in practice as young citizen journalists and media literacy advocates.

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