



# Breaking News Amid the Noise

## Mandy Jenkins @mjenkins

Storyful uses advanced technology and journalistic expertise to find amazing content that publishers and marketers can quickly turn to their advantage.

### discover



Our technology monitors the entire social web in real-time and alerts our journalists when something is happening. We discover social content on any topic, trend or vertical – 24/7.

### verify



Storyful's digital-native journalists are anchored to the technology and trained to find the stories that matter for brands, agencies and end-consumers. Once content is discovered, our journalists verify authenticity, brand-safety, proper attribution, location, and overall situational context.

### acquire



We are the industry leaders in clearing and licensing social content for use by anyone, anywhere. Storyful is committed to the ethical protection and compensation of uploaders.



# SOCIAL MEDIA PROVIDES A TIP

IT DOES NOT PROVIDE THE FULL STORY

# In a Breaking News Situation:

Social searches should be **one of the first things you do.**

Within just a few minutes of a breaking news event, the stream will be flooded by reactions and reporters

# Super Search: [Twitter.com/search-advanced](https://twitter.com/search-advanced)

## Advanced Search

### Words

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in

Any Language

### People

From these accounts

To these accounts

Mentioning these accounts

### Places

Near this place

### Dates

From this date

 to 

### Other

Select:

Positive :)  Negative :(  Question ?  Include retweets

# Keyword Searches: **Think Like a Human**

I'm OK

I got out

I'm safe

I'm fine

I just saw

# Keyword Searches: **Find the Highlight Words**

My lives there

My works there

My flying today

My on that plane/train

My was there when

Holy fucking shit I was just in a plane crash!

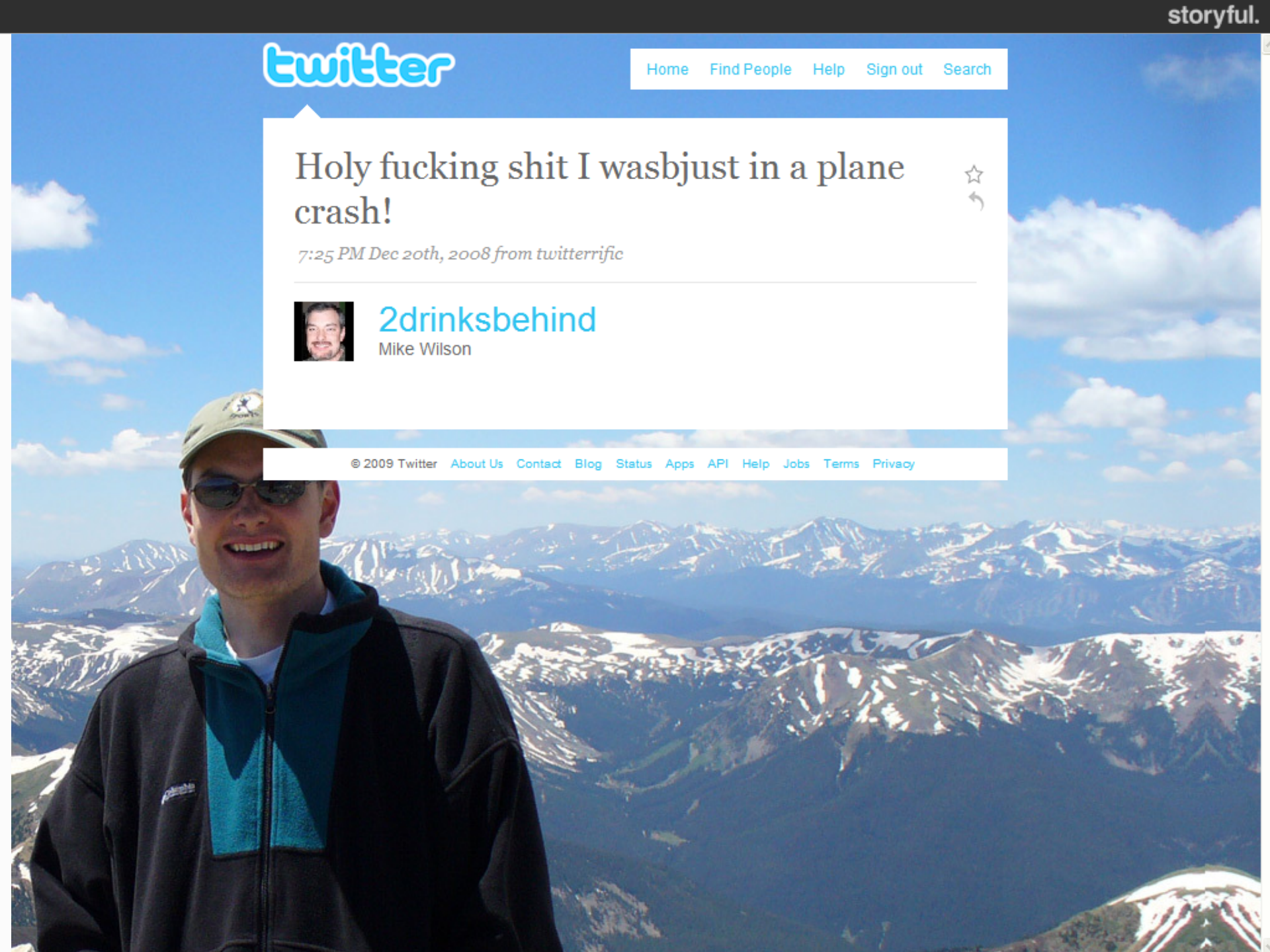


7:25 PM Dec 20th, 2008 from twitterrific



**2drinksbehind**

Mike Wilson





# Breaking News Checklist

- ✓ Open many keyword searches using several keyword combinations

# Breaking News Checklist

- ✓ Open many keyword searches using several keyword combinations
- ✓ Monitor existing Twitter lists

# Twitter Lists Are Your Friend

The image shows a screenshot of a Twitter interface. On the left, there is a list of Twitter lists under the heading "Europe East". The lists are:

- greece** by Europe East  
136 Members
- turkey** by Europe East  
Turkey  
296 Members
- kosovo** by Europe East  
48 Members
- hungary** by Europe East  
hungary  
111 Members
- azerbaijan** by Europe East

On the right, a user profile for @UKRinGRC is shown. The profile has 305 followers and a "Follow" button. A context menu is open over the profile, listing the following actions:

- Tweet to @UKRinGRC
- Add or remove from lists...** (highlighted)
- Mute
- Block
- Report
- Embed this Profile

At the bottom right, there are two "storyful." logos.

# Breaking News Checklist

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- ✓ Monitor existing Twitter lists
- ✓ Build new lists of sources to share with the newsroom

# Breaking News Checklist

- ✓ Open many keyword searches using several keyword combinations
- ✓ Monitor existing Twitter lists
- ✓ Build new lists of sources to share with the newsroom
- ✓ **Screenshot everything**, it may vanish fast

# In-Depth Search: [twxplorer.knightlab.com](http://twxplorer.knightlab.com)

twXplorer Search Lists

About



## twXplorer

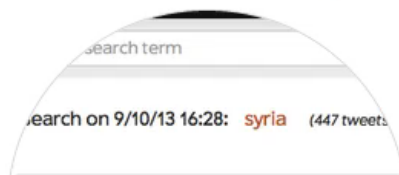
A smarter way to search Twitter

You are currently logged in as [@mjenkins](#) - [logout](#)

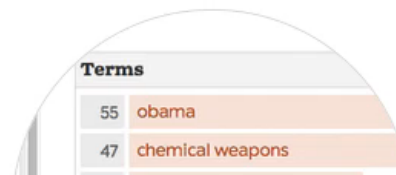
Search Twitter

Enter [search](#) terms to see a snapshot of related activity in the latest 500 tweets. TwXplorer will break down the most common terms, hashtags, and links for you to filter and drill down further.

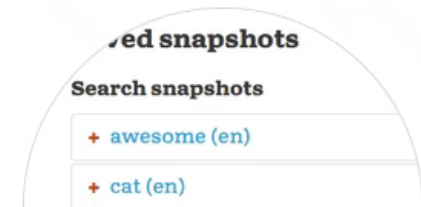
Search Twitter for a word or phrase in  
12 different languages




View popular terms, hashtags and  
links found in your searches.



Save snapshots for later viewing.



# Super Search: Storyful Multisearch Plugin



**Storyful Multisearch**  
offered by storyful.com

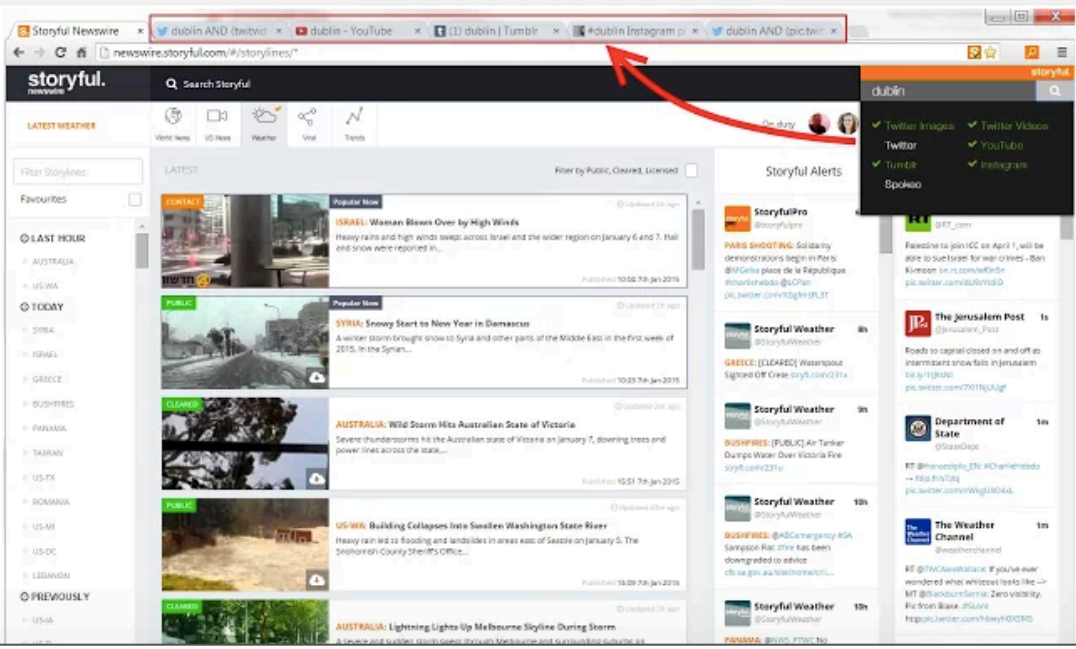
★★★★★ (6) | [Search Tools](#) | 3,254 users

OVERVIEW      REVIEWS      RELATED

storyful.

"belmont stakes"

Searching Instagram, Spokeo, Tumblr, Twitter, Twitter Images, Twitter Videos and YouTube.



Compatible with your device

Storyful are happy to announce a re-launch of our Multisearch Chrome extension. We're constantly building new tools to empower our...

Storyful are happy to announce a re-launch of our Multisearch Chrome extension. We're constantly building new tools to empower our journalists to discover amazing content that newsrooms, brands and video producers can quickly turn to their advantage. One of these tools, which we're sharing with the world is our Multisearch extension.

**Report Abuse**

Version: 2.1.3  
Updated: March 3, 2015  
Size: 780KB  
Language: English

# Geo-location Search: Groundsignal.com

The screenshot displays the Groundsignal.com interface. At the top, there is a search bar with the text "e.g. cronut". To the right, there are filters for "BU" (Boston University) and the date range "Jun 6, 2015 - Jun 7, 2015". A "Content" button is visible in the top right corner. Below the search bar, the word "CONTENT" is followed by "27 posts". On the right side of the interface, there are options for "HIGHEST REACH", "GRID", and "MAP". The main area is a map of a neighborhood in Boston, outlined in blue. The map shows streets such as Storrow Dr, Bay State Rd, Mountfort St, Lenox St, St Marys St, Babbitt St, Granby St, and Commonwealth Avenue. Numerous circular icons, each containing a different social media post (photos, videos, tweets), are overlaid on the map, indicating their geographic location. A Twitter icon is also visible on the map. The bottom right corner of the map area contains the text "Map data ©2015 Google Terms of Use Report".



# It Never Hurts to Ask



[Home](#) [Profile](#) [Find People](#) [Settings](#) [Help](#) [Sign out](#)

Did you witness the plane crash? Please  
call reporter Tony Plohetski at  
445-3605.



10:21 AM Feb 18th via Seismic

Retweeted by 20 people

[Reply](#) [Retweet](#)



**statesman**  
Austin Statesman

# Putting Facebook to Work

- Find the timeline of a person in the news (and/or a potential source)
- Find associates and family of that person
- Contacting possible sources and content uploaders using Messaging

# Facebook: What Our Pages Say About Us

- Name
- Hometown
- Phone
- Email
- Username
- Current/Previous jobs
- Current/previous residences
- Schools attended
- Birthday
- Family and friends
- Likes/Interests
- Event attended/to attend
- Etc.

# Putting Facebook to Work: Graph Search

(3) Facebook

https://www.facebook.com

Tools Shopping News Fun Stuff Work Stuff Social Travel Pin It Spunge It

Search for people, places and things

Home

**Mandy Jenkins**  
Edit Profile

FAVORITES

- News Feed
- Messages 60
- Events 5
- Photos
- Browse

ADS

- Ads Manager

PAGES

- Jerome Fischer 1
- Pages Feed 20+
- Like Pages 20+

GROUPS

- Social Journalism 20+
- West Muskingum ... 4
- Drinking Team wit... 1
- Exquirers 16
- KSU Fusion Staff & Alum
- Create Group...

Update Status Add Photos/Video

What's on your mind?

**Lisa Yanick Jonaitis**  
Sign up for emergency alerts in Isabella county here.

**Community Notification Enrollment**  
cne.coderedweb.com

Like · Comment · Share · a few seconds ago via mobile

Write a comment...

**David Garber · Suggested Page** Like Page

DC's Navy Yard Commissioner. LIKE for news on development, biz & events on the waterfront!

1,128 people like this. · Sponsored

Adam Benson's birthday is today

3 events this week

18 requests from Shannon Stclair

9 other app requests

Sponsored Create an Ad

**Run Contests Anywhere**  
info.shoutlet.com

Download this free guide to running successful online social contests

**The Smith MBA (Part-Time)**  
rhsmith.umd.edu

Experience the full power of the Smith Effect with our part-time MBA. Apply by 4/16

**David Garber**

DC's Navy Yard Commissioner. LIKE for news on development, biz & events on the waterfront!

# Building a Better Graph Search

## Find People on Facebook whose

Name is	<input type="text"/>	AND
Current Job (E	<input type="text"/>	AND
Lives (Cl	<input type="text"/>	AND

Search Facebook

Designed by Intelligence Software

<http://bit.ly/customfbsearch>

# Case Study: Germanwings Victims

The Facebook accounts of Yvonne and Emily Selke, who died in the Germanwings plane crash, didn't show their Friends lists. But using Ciarlo, Yvonne's maiden name, yielded some relatives.

The screenshot shows a Facebook search interface. The search bar at the top contains the text "people named ciarlo who are friends of people named selke". Below the search bar, the profile of Susan Campbell Beachy is visible. The search results are displayed in a grid format with tabs for Posts, People, Photos, Pages, Places, and More. The results section is titled "People who have friends named 'Selke' named 'Ciarlo' See More". Two results are shown: Michelle Ciarlo-Hayes, with a profile picture of a woman in a white shirt and green pants, and Julia Ciarlo Hammond, with a profile picture of a VCU Basketball logo. Both results include the text "Friends with people nam...". At the bottom of the results section, it says "End of results".

people named ciarlo who are friends of people named selke

Susan Campbell Beachy  
Edit Profile

News Feed  
Messages 2  
Events 5  
Saved 20+  
Photos  
Read More 2014  
Browse

Posts | People | Photos | Pages | Places | More ▾

People who have friends named "Selke" named "Ciarlo" See More

Michelle Ciarlo-Hayes  
Friends with people nam...

VCU BASKETBALL

Julia Ciarlo Hammond  
Government Affairs at Ec...  
Friends with people nam...

End of results

APPS

# When You Find A Potential Source

- Get contact info immediately

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- Get contact info immediately
- Follow who you reach out to



# When You Find A Potential Source

- Get contact info immediately
- Follow who you reach out to
- Call them...

# When You Find A Potential Source

- Get contact info immediately
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- Call them....
- ..or have them meet a staff member on site

# When You Find A Potential Source

- Get contact info immediately
- Follow who you reach out to
- Call them...
- ..or have them meet a staff member on site
- Verify, verify, verify

# Verification: **3 Major Points**



The Source



Time and Date



Location



## Verification: The Source

- Does their account look real?
- What is their connection to the story?
- How often do they post?
- Where do they post from?
- When was the account created?
- What is their upload history?

# Find other social accounts

- Google their username, they likely use it elsewhere
- Look for linked accounts
- If there's a YouTube video, use the unique video ID on Twitter or Facebook search to see who has posted it.

# Other Social Accounts: Falcon & Identify

**Tweets** All / No replies

---



**86 Anthony De Rosa** @AntDeRosa 43m  
 Anyone know which artist is responsible for this image?  
[pic.twitter.com/aZu6GFDyAe](http://pic.twitter.com/aZu6GFDyAe)  
 Retweeted by Craig Kanalley  
[View photo](#)

---



**80 Craig Kanalley** @ckanal 54m  
 You know who consistently posts really interesting Vines?  
[@AdamGabbatt](#). Worth a follow. #media #vine  
[Expand](#)

---



**63 Adam Gabbatt** @AdamGabbatt 1h  
 Vine: Three stages of cicadas. Complete with yelp  
[vine.co/v/b3tiJ5OjnZ9](http://vine.co/v/b3tiJ5OjnZ9)  
 Retweeted by Craig Kanalley  
[View media](#)

---



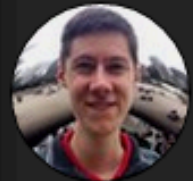
**80 Craig Kanalley** @ckanal 1h  
 Well deserved. RT [@katz](#) Congrats to great friend [@kaylawebley](#), jumping to Marie Claire as a senior editor: [mbist.ro/18LsVLN](http://mbist.ro/18LsVLN)  
[Expand](#)

---





**80 Craig Kanalley** @ckanal 1h

Search someone by email or social URL




**Craig Kanalley**  
 New York, NY  
 male


 [ckanalley@gmail.com](mailto:ckanalley@gmail.com) [View emails](#)

 [ckanal](#) [View tweets](#)


20,935 followers 3,355 following  
 45,388 tweets

**@HuffingtonPost** senior editor, big news + live events. Passionate about tech/journalism, social media, hockey, genealogy. Part Canadian. Born/raised Buffalo, NY

 [ckanalley](#) [View feed](#)

 **Aboutme**

Proud Buffalo, N.Y., native (also part Canadian!), now living in New York City. Tracking breaking news, big news and live events for Aol's Huffington Post Media Group. Primary interests include tec... [Show more](#)

 [ckanalley](#) [View videos](#)















# Backgrounding: Check the Twitter History

## All My Tweets

View all your tweets on one page.

 j\_tsar loaded 1052 tweets

Hide Replies  Hide Retweets

- RT @muftimenk: Attitude can take away your beauty no matter how good looking you are or it could enhance your beauty, making you adorable. Apr 17, 2013 
- I'm a stress free kind of guy Apr 17, 2013 
- Nowadays everybody wanna talk like they got somethin to say but nothin comes out when they move their lips; just a bunch of gibberish Apr 17, 2013 
- @ImRealTed fake story Apr 16, 2013 
- So then I says to him, I says, relax bro my beard is not loaded Apr 16, 2013 
- @therealAbdul\_ #heavy I've been looking for those, there is a shortage on the black market if you wanna make a quick buck, nuff said.. Apr 16, 2013 
- @therealAbdul\_ you need to get Claritin clear Apr 16, 2013 
- There are people that know the truth but stay silent & there are people that speak the truth but we don't hear them cuz they're the minority Apr 16, 2013 
- @mellochamp \*say Apr 16, 2013 
- @MelloChamp and they what "god hates dead people?" Or victims of tragedies? Lol those people are cooked Apr 16, 2013 
- @MelloChamp what's new with them? Apr 16, 2013 
- Ain't no love in the heart of the city, stay safe people Apr 16, 2013 
- @xXjungaXx good luck my brother, I'm sure you'll get in Apr 15, 2013 
- @xXjungaXx where yu going? Apr 15, 2013 





## Verification: Location/Date

- What is the source's connection?
- Does the information corroborate against other reports or sources?
- What else do we know about this place? Does it add up?
- Does the timing make sense?

# Example: Boston Marathon Bombing, 2013



# Example: Boston Marathon Bombing, 2013



**Boston to a T**   
@Boston\_to\_a\_T

Second explosion going off @ Copley Square.  
#marathonmonday @universalhub  
[pic.twitter.com/rOQ9EnTkx1](http://pic.twitter.com/rOQ9EnTkx1)

 Reply  Retweet  Favorite  More



# Example: Boston Marathon Bombing, 2013



This uses basic Google Streetview of a known location, but Google Earth and Wikimapia are great tools for finding vantage points.



Enter what you want to calculate or know about:

Weather, Naples Florida on October 5



Examples Random

Input interpretation:

weather	Naples, United States
	Friday, October 5, 2012

Recorded weather for Naples, United States:

Show metric

More

time range	day of Friday, October 5, 2012
temperature	(72 to 89) °F (average: 79 °F)
conditions	rain, thunderstorm, fog, overcast, cloudy, partly cloudy
relative humidity	(65 to 100)% (average: 91%)
wind speed	(0 to 21) mph (average: 8 mph)

Units »



# Best Practices: Check for Scrapes



Nature Reporter

Videos

Playlists

Channels

About

Uploads ▾

Date added (newest - oldest) ▾

Grid ▾



1:23

Ankara'da sel felaketi !  
Araçlar sel sularına kapıldı !

214 views • 7 hours ago



2:57

Ankara'da sel felaketi !  
Araçlar sel sularına kapıldı !

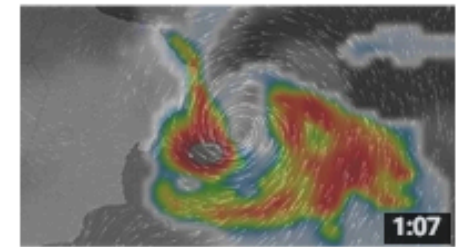
293 views • 9 hours ago



0:36

Amazing Waterspout near  
Tequesta, Florida | Jun 10,...

25 views • 12 hours ago



1:07

Dangerous Tropical Cyclone  
(الإعصار) Ashobaa approche...

786 views • 21 hours ago



1:47

Tornado on the ground ! |  
Near Simla, CO | Jun 4, 2015

1,771 views • 1 week ago



0:39

Tornado on the ground! Near  
Killdeer, North Dakota | Jun...

437 views • 1 week ago



3:50

Aksaray'ı sel vurdu

392 views • 1 week ago

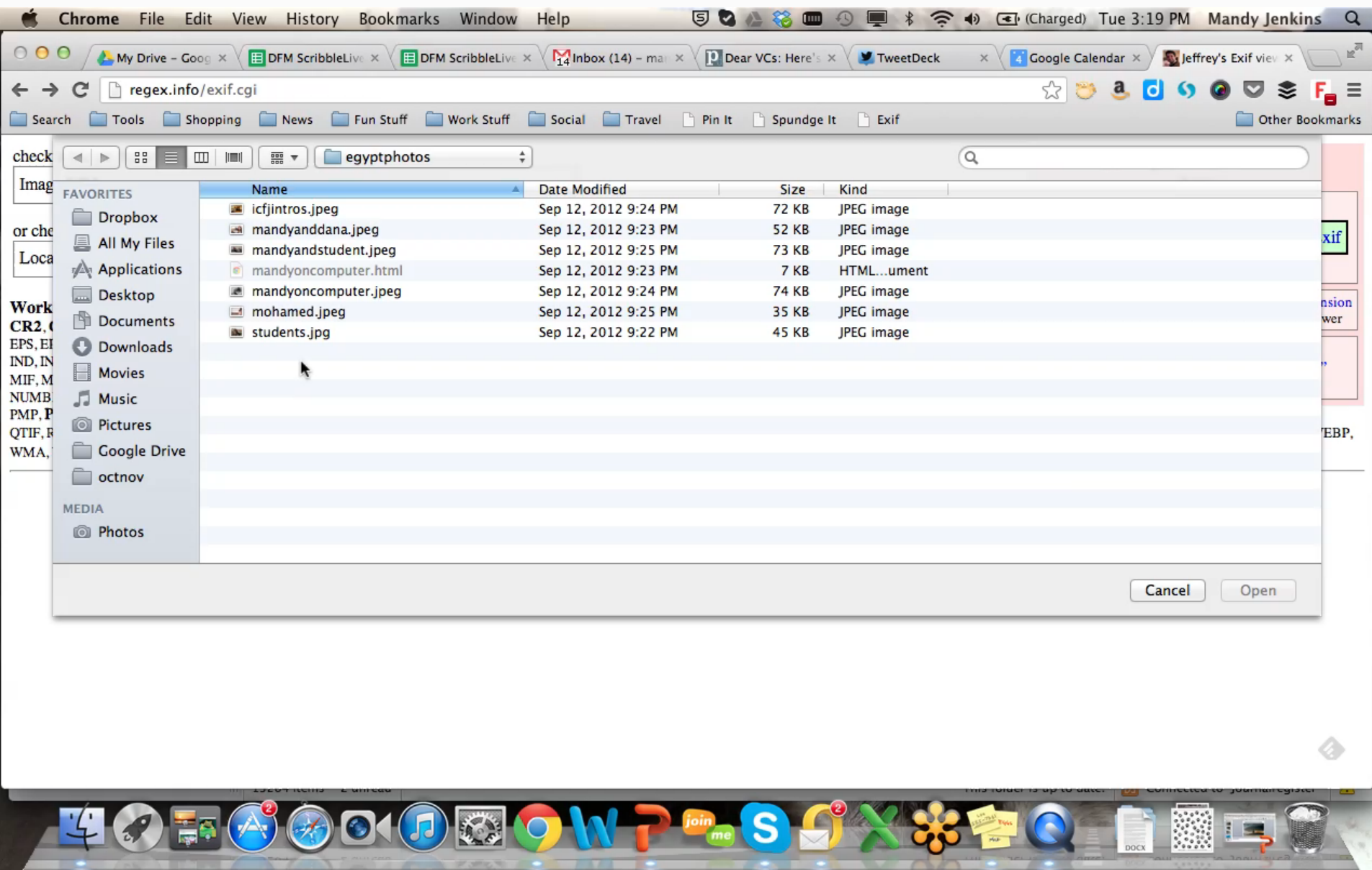


1:03

A car get stuck in the Flood  
Waters | Lubbock, Texas |...

241 views • 2 weeks ago

# Best Practices: Check EXIF Data



# Example: Hurricane Sandy Images, 2012

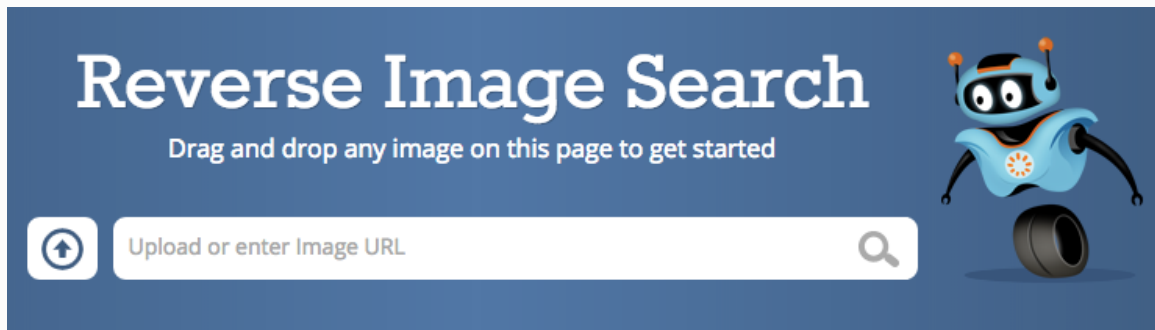
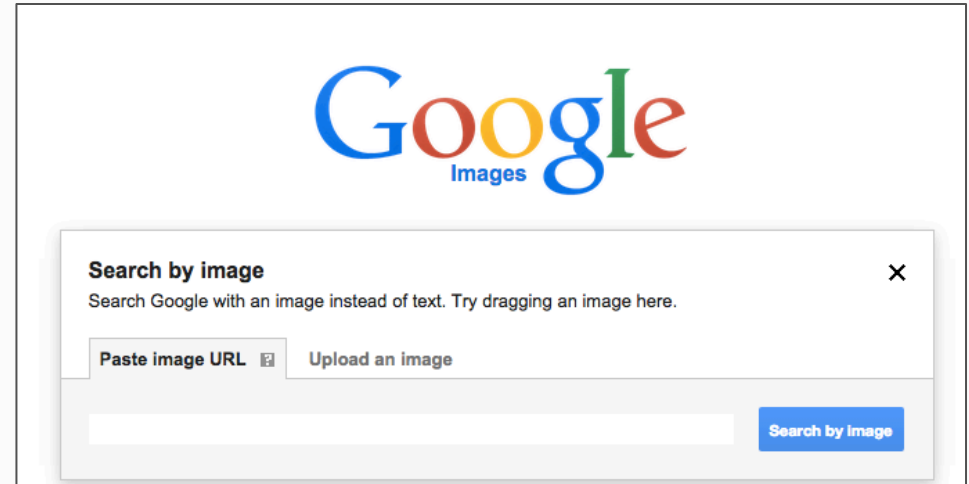


EXIF data showed this image was from an Epson scanner, the image was determined to be from an old print.



# Best Practices: Reverse Image Searching

Google Reverse Image Search at [images.google.com](https://images.google.com)



[Tineye.com](https://tineye.com)

# Example: “Looting” in Baltimore, 2015



**Da'Marious Truhton**  
@slangincrack



Follow

me n da niggas just cleard out da kfc  
#BaltimoreLootCrew #BaltimoreRiots free  
wings 2 night



RETWEETS

68

FAVORITES

16



2:34 AM - 28 Apr 2015

# Example: “Looting” in Baltimore, 2015



JPEG, 600x450, 59.0 KB

## 8 Results

Searched over **11.504 billion images** in 0.5 seconds.

for image: <https://pbs.twimg.com/media/CDo5QVCWAAAPgSv.jpg>

Results will expire after 72 hours for unregistered users. [Login](#) or [Create a Free Account](#).  
TinEye is free to use for non-commercial purposes. See our [Products and API](#).

# Example: “Looting” in Baltimore, 2015

## Shuttering does not help as KFC outlet vandalised

By Web Desk Published: September 21, 2012

219  
SHARES



SHARE



TWEET



EMAIL



# Best Practices: Using Eyewitness Content

- ALWAYS give credit to the user\*

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- Get permission before taking it off-platform

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- Keep the safety of uploaders in mind
- Keep the safety of journalists in mind

# More Verification Resources

- [Storyful.com](https://www.storyful.com)
- [Verificationjunkie.com](https://www.verificationjunkie.com)
- The Verification Handbook at [verificationhandbook.com](https://www.verificationhandbook.com)
- [Emergent.Info](https://www.emergent.info)
- [EyewitnessMediaHub.com](https://www.eyewitnessmediahub.com)

# Mandy Jenkins

mandy.jenkins@storyful.com  
@mjenkins

For more visit: [Storyful.com](https://www.storyful.com)