

Dialogue-based storytelling on social media

The Danish School of Media and Journalism



Our workshop at DMJX / DK

- Course duration: Nine weeks
- Social Media dialogue – involving people - with a constructive twist
- Online serial storytelling – with a constructive twist
- One term – two major assignments
- Students' background: 1,5 years at the school, 1,5 years internship
- Story form: Radio, video, text, photo
- Online: whatever is suitable for online communication on SoMe - Facebook, Instagram, Snapchat, Twitter ...
- This term: External media partners (DR Midtvest, Avisen Danmark, Viborg Stifts Folkeblad, Dansk Røde Kors / Asylafdelingen)

WHY?

Revitalize the relevance of journalism

Take command on social media

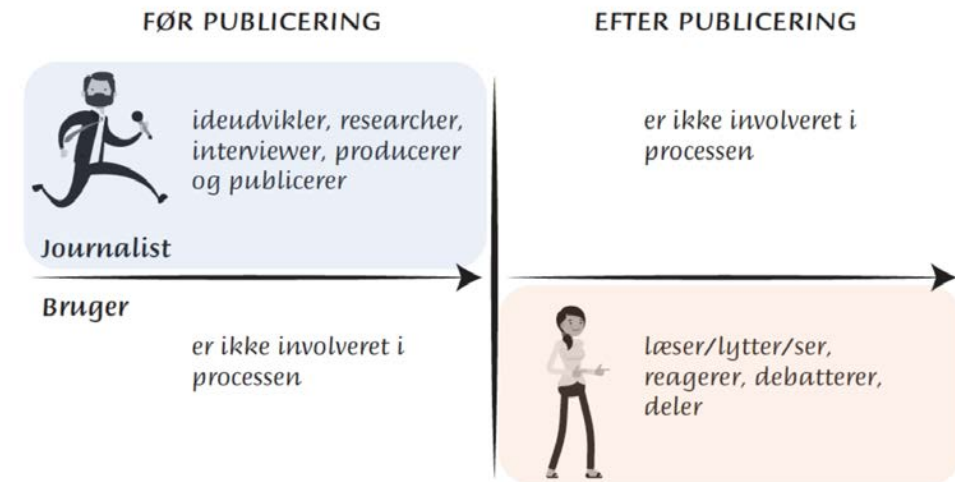
Everyone is a “journalist”

Give people a voice

Readjust the agenda:

- what matters to people
- reconnect with people
- Interact with people
- collaborate with people
- facilitate discussions

DET TRADITIONELLE FORHOLD MELLEM JOURNALIST OG BRUGER



Jørgensen & Westergård, 2018

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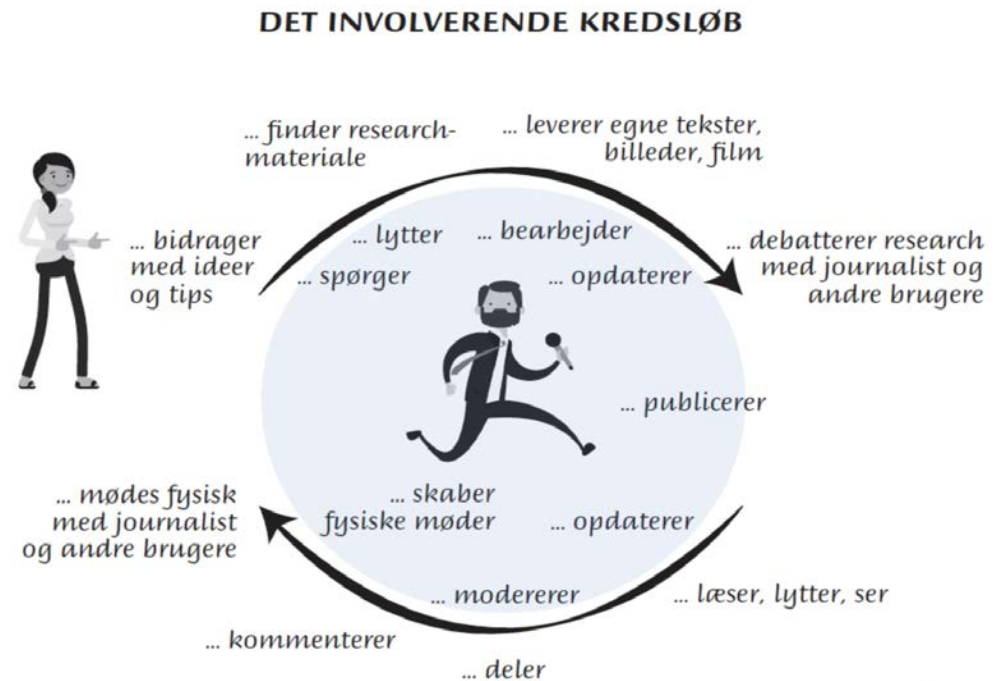
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Jørgensen & Westergård, 2018

How

Find relevant conversations and people

Listen

Participate in conversations

Adjust the focus of your idea

What Is Community Anyway?



Communities are characterized by

relations, passion, value, reciprocity

They are social, exclusive and hard to control

Expectations

Members of communities see the community itself as the main thing

Social media is SOCIAL first and foremost

Communities expect admins to be present

Communities expect real engagement

A different role for journalists

Reciprocal journalism: exchange between two or more parties for the common good

Journalists create communities that, particularly in online fora, work as catalysts for development

Confidence, connectedness (community) and social capital among community participants

Strengthen your ethos

What works on social media?

People engage

- when the issue is important to them
- when they can easily contribute with information
- when they can share their personal experiences
- when they are heard and seen by community managers

How to operate in a community

How to introduce yourself and your purpose


How to behave

How to involve people

How to find relevant influencers


How to withdraw when the project is done

Who Killed the Golden Eagle?



Mysteriet om
ørnedrabet
[@oernemysteriet](#)

Home
About



Liked Following Share ...

Send Message

The image shows a social media profile for 'Mysteriet om ørnedrabet' (@oernemysteriet). The profile picture is a close-up of a Golden Eagle's head. The main content area features a large photograph of a Golden Eagle in flight against a blurred background. Below the photo are interaction buttons: 'Liked', 'Following', 'Share', and a three-dot menu. A blue 'Send Message' button is located at the bottom right of the profile area.

From News to storytelling:

Rare golden eagle shot dead in west Jutland

The highly-protected bird of prey had at least 20 pellets in its body

March 17th, 2016 1:52 pm | by Lucie Rychla (cphpost.dk)

A golden eagle, a rare and highly protected bird of prey, has been found dead near Limfjord in west Jutland, reports DR. According to the Danish Ornithological Society (DOF), the bird was shot and at least 20 pellets were found in its body.

Shot on purpose

Knud Flensted, a biologist at DOF, confirmed the perpetrator must have killed the eagle on purpose because the shots were fired at close range and the pellets were in close proximity to one another.

“It is shameful, sad and very troubling that there are still people who are driven by a hatred for birds of prey and who would shoot a protected and very rare eagle,” Flensted told DR. The golden eagle was barely seven years old and of a breeding age.

It was ringed in May 2009 in Hals Nørreskov near Aalborg, one of three main breeding sites in Denmark.

The Golden Eagle on Facebook

Purpose statement:

Hi there, and welcome to a SoMe project dedicated to a murder mystery. We are three journalists setting out to explore what really happened when a protected Golden Eagle was shot dead in North Jutland.

First stop on our journey will be the crime scene and a visit to some people who can help us make out what really happened.

Follow us when we post our findings the next couple of weeks

Peter Lilja, Jeppe Vestergaard and Mathias Overgaard



Who Dunnit Travel Letters



Rejsebrev: Høgedræberen

Der var ikke meget fugl tilbage, da Jan Tøttrup 13. marts ankom til det sted, hvor den døde kongeørn lå livløs. Bølgerne havde sandsynligvis skulptet ind over Eo4's halvrådne ørnekrøp lige ud for Skiveren Bådelaug ved nordsiden af Limfjorden i et stykke tid, og den engang så store fjerpragt var efterhånden skrumpet ind til et loddent skelet.

Det var her midt i den smukke natur, at han for første g...

[See More](#)



Rejsebrev: Et nyt spor

Vi parkerer bilen i vejkanthen i midten af ingenting. Der er en lang lige landevej med marker på begge sider og en å, der går på tværs. Den unge mand, der står i waders i tyk neopren og fisker med flue, vinker os an, da vi stopper bilen. Det er ham, vi skal tale med.

- Jeg ville lige nå at fiske lidt, før I kom, smiler Jesper Madsen, da han går os i møde over marken.

[See More](#)



Rejsebrev: Hvepsereiden

Da færgen fra Egense lægger til i Hals, får vi den første advarsel: At rode op i en sag, som den her, er som at stikke nallerne i en hvepserede. Vi er nået frem til Hals, hvor vi skal have base, mens vi efterforsker ørnemordet. Den velmente advarsel kommer fra en dyrlæge på Sindal Dyrehospital, hvor den dræbte kongeørn undersøgt.

- Pas på hvepsene, slutter hun.

Vores søgen efter et motiv startede f...

[See More](#)



Rejsebrev: Eo4

Vi er kørt til Tolne, en landsby lidt uden for Sindal lige midt imellem Hjørring og Frederikshavn. Vi skal tale med Jan Tøttrup, som har et helt særligt forhold til rovfugle. Han kender alle rovfugle fra Skagen i nord til Hals i syd til Brønderslev i vest. Området kalder han sit pastorat.

I løbet af de sidste 40 år har han ringmærket og nummeret tusindvis af rovfugle i området.

[See More](#)

What is the story about?

Who killed the golden eagle and why?

What is the story *really* about?

The human desire to control nature

Full Story



Mysteriet om ørnedrabet

May 13, 2016 · 🌐



Mysteriet om ørnedrabet

Af Mathias Overgaard, Jeppe Vestergaard og Peter Lilja

Der var ikke meget tilbage af den døde kongeørn, da skovhugger Jan Tøttrup første gang ankom til det sted, hvor den lå livløs.

Limfjorden havde sandsynligvis skvulpet ind over dens halvrådne krop i et stykke tid, og den engang så imponerende fjerpragt var efterhånden skrumpet ind til et fjerbesat skelet. Det var her midt i den smukke nordjyske ...

[See More](#)

The Golden Eagle on Facebook

Target groups:

Social Media audience: Hunters, bird spotters, ornithologists, people interested in environmental preservation

Final story:

The above, but also a more general audience who takes an interest in the preservation of nature, invasive species

The Golden Eagle on Facebook

652 likes

Reach 11.344

Posts have reached between 1200 and 6100 users

Mainly men between 25 and 34

Corrections, comments, advice

Photos and graphics particularly popular

Travel letters (serial)

Final story (read by 200 people)

Where is Bruno?



Hvor er Bruno?

@PilotBruno

Home

Reviews

About



Like

Follow

Share



Send Message

First call to action

27 November 1944 18 year-old corporal Bruno Krüger flew out from the occupied airport in Aalborg. He flew a Messerschmidt Bf 109G-6, but shortly after take-off he crashed in a moor.

Luftwaffe could not rescue neither Bruno nor the plane.

Bruno's body is still somewhere on the Jutlandic heath.

We are three journalist students producing a podcast about what happened to Bruno Krüger, and who he was, and we kindly ask for your help and ideas to the project.



Second call to action

According to Deutsche Dienststelle in Berlin Bruno Krüger crashed in a moor probably in Store Vildmose or Lille Vildmose.

Do you know anything about this or do you have any clues?



Responses



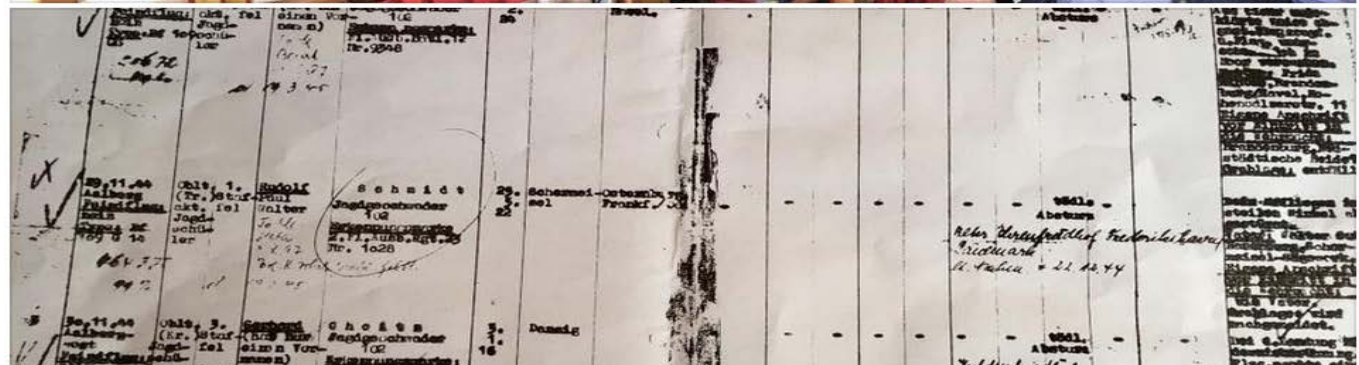
John Wagner Jensen Landmanden som ejer jorden ved Mygdalsvej, kender til styrtet skulle være sket på hans jord, jeg har allerede gået lidt der med min søn og metaldetektor. Men har dog ikke fundet noget relevant.



Dragos Digger Constantin iam going in vacantion in my country but here in nordylland hmm iam number one in find german relics find some badge helmets and many things i have metal detector if you want help i can help after 30 may when i come back i have time because i work in danmark fexible job ... to help you and i will realy like to help i dig also in rusia some times find ww2 relics also i have a very nice colection iam the boss of this page

Clues

We visited Søren Flensted. During 35 years he has built up an archive of 150 folders with material on plane crashes in Denmark. Here we found the registration on the loss of Bruno Krüger.



Eyewitness report

We have the exact coordinates on a crashed plane, which could be Bruno Krüger's.

Along with the coordinates followed this eyewitness report:

[Eyewitness report](#)

Eyewitness report

We look at a German fighter plane practising loops. It goes into a tailspin, gyrates, the engine fails to function and cuts out. In a scary moment we watch the machine hang upright, we hear the pilot desperately trying to restart the engine and hope that he will jump out, but it doesn't happen.

He has waited too long and the centrifugal force has locked him to the seat and finally we hear an enormous bang. We biked to Mygdalsvej and found the place where the fighter had crashed. There was a deep crater, wrecks were spread over a wide radius. We looked for the pilot, but found nothing but a boot. His foot was still in it.

In Bruno's place

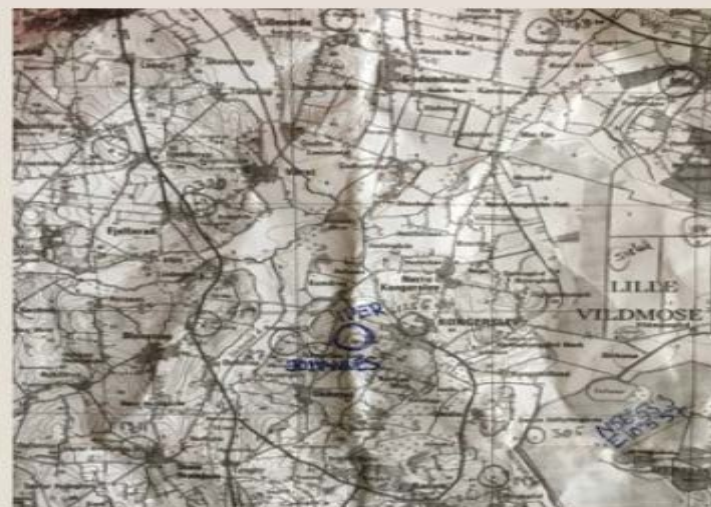
[Brunos place](#)

Summary:

We are at Aalborg Museum of Defence and I play the role as a German pilot in World War II. It has not been fun at all because you were sent in the air without any experience. Bruno had only 30-40 hours of training and most of them took place on the ground. At the end of the war Germany had no money and no soldiers, and the combination of lack of experience and adolescentl recklessness probably cost him his life. He is the last pilot we know of whose remains are still in the Danish ground.

Thank you for helping us

TAK FOR HJÆLPEN



Storytelling in *Where is Bruno?*

Treasure hunt

Piece by piece constructing a story about World War II from the point of view of a young German pilot

Engaging amateur archaeologists, amateur historians, World War II nerds and locals

What's the story?

“We want to relate the major story by means of eye witness reports, historical facts, and personal reflections during the treasure hunt.

Our focus is different because we focus on a German pilot and his life during the war. Based on historical sources we turn him into a “real person” and try to reconstruct his last days and his life on the airbase in Denmark.”

The WHY of the project

“Our project offers an insight in local history and at the same time we learn about what the German occupation means to Danish self-understanding and to society in general.”

On Facebook

Followers: 193

Likes: 185

Posts: 18 (14 videos and photos)

Reach in all: 16.107

Save the Bees



Red bierne



Oline Erfurth Eskebjerg

April 30



HVEM ER VI? 🙋

Vi hedder [Oline Erfurth Eskebjerg](#), [Malene Ruwald](#) og [Susanne Christensen](#), og vi går på 7. semester på Danmarks Medie- og Journalisthøjskole 📝 Vi skal i løbet af maj 2018 undersøge, hvordan vi redder bierne.

Derfor har vi brug for din hjælp! Vi vil rigtig gerne høre fra privatpersoner, der gør noget for at redde bierne, og også gerne har forslag til hvad andre kan gøre.

Du er meget velkommen til at skrive, ringe eller kommentere alt det, du vil, og invitér også gerne mennesker ind i gruppen, som du mener, kunne være interesserede 😊

Vi deler vores opdagelser undervejs, så det er bare om at følge med her i gruppen 💻

Vi glæder os til at snakke med jer!

Mvh

Oline Erfurth Eskebjerg, Malene Ruwald og Susanne Christensen



On Facebook

Videos

- Facts about bees and the issue of a declining bee population
- cases on "bee problems"
- cases on problem solving
- What can YOU do?

Facilitation of discussions about domesticated versus wild bees

From the audience

- Related articles
- Scientific reports
- Personal observations concerning declining bee population
- Contributions to the debate about domesticated versus wild bees

Save The Bees on Facebook

Followers: 202

Top five of shared posts:

1. DIY Bee hotel (24 shares)
2. Per Kryger on wild bees vs honey bees (23 shares)
3. Rasmus Ejrnæs on wild bees vs honey bees (shares)
4. Anette Helbo – good advice for the garden (16 shares)
5. Lars Landmand food for bees (16 shares)

Save The Bees

<https://www.facebook.com/olineeskebjerg/videos/10216282876361678/>

The journalistic work process on social media

- Outline for a story or problem area
- Listen to SoMe conversations
- Find stakeholders on SoMe
- Dialogue
- New angles
- Dialogue
- Produce story
- Build an audience
- Publish
- Dialogue
- Publish

**We Want
YOU!**



