>>> I want to thank everyone again for attending the webinar. Now, we will have introductions by Lisa Nelson?

>>> Welcome everyone to our new media talk on Storify. We are very fortunate to have Burt Herman with us. He is the co- founder of Storify. Storify is a wonderful tool for telling a story with your social media products and it has won several important awards including the 2012 south by southwest interactive award for social media. It was named one of the top 50 websites by time. It won the 20 # # 1 award fourgon limb among others. I love using Storify and I think there are some great examples of other agencies that have used the tool and with that, I will turn it over to Burt to tell us a little bit about it?

>>> Thanks so much and thanks for having me here. I started this organization called hacks and hackers which brings together journal lists and technologists. I was a bureau chief and correspondent for the associated press for about 12 years and this is in Iraq during the 2003 war when I was imbedded with U.S. marines. The AP once boasted that it was the world's largest news organization but really what we are seeing lately with social media is that every person around the world is potentially a reporter on the ground and Storify is inspired by that idea, that there is amazing things out there on social networks. There is also so much media on social networks that the important things get lost. We need people to find these great nuggets of information and photos and videos and elevate them so they can get more attention and people can find out what is happening in their world. I wanted to start off and show some examples of these that are from stories in Storify that people put together and created using content from social media. This is a tweet. Go away helicopter. It turns out in the raid that ended up killing Bin Laden, there was a person tweeting the whole thing. He heard explosions and heard things going on and he was reporting on what he was seeing. It turns out it was an incredibly historical event and people eventually discovered him and in Storify pulling out the content -- this is a story by the local NPR station here in San Francisco. This is a bigger story. But for things that have not been noticed as much. This is from JOPLIN. It is an interesting photo but actually this was taken by a regular person on the ground saying "this is where I got married and my best friends ' kids went to school." A photo on its own tells a story but added with the personal voice to it gives much more meaning to the photo and context of this news event and is a great way to bring the story alive to an audience. This was a story in the Washington post that they used Storify for. Steve jobs ' death, that was a huge story. The daily beast put together a story on Storify where they found reactions from apple employees on social media. This would have been difficult to just go on the apple campus and ask employees. It is not the most open place. On social media they were able to find employees and tell the reaction. That is an interesting angle on the story. Big news out here was Facebook buying Instagram for a billion dollars. This is a comment from a noted investor. Giving 1% up of your market cap to take out your biggest threat is a savvy move. There are also funny reactions like this one. Facebook buys Instagram for a billion dollars, idiots, they could have downloaded it for free. Another joke for it that was amusing. Looking at government using Storify, this is a photo of a panada this was -- this was put together by the national zoo in Washington. This whole operation to artificially inseminate a PANDA. Using this hash tag, they were in real time reporting on what was happening. If you weren't watching Twitter at the time and looking for the hash tag, you would lose it. You would never be able to see the photo. The lifetime of a tweet is really minutes and someone is passing by and it is lost. They using Storify were able to put it back into chronological order. Another great example of the government use is the White House which has been a consistent Storify user. They have done all sorts of things. This is an example -- I will show more later -- this is a campaign on the student loan interest rates. They started a hash tag on Twitter and asked people to contribute stories, say what they thought about this and how it would affect them. This is a quote from someone that they put into a story "don't double my rate because I can't even afford to repay back my student loans now. Education is for everybody, not just the wealthy." They put the best and put it into a Storify. I will jump off and show you more about what that means. This is Storify. This is our home page and we feature stories regularly

every day. Each user has a user page. I thought I would look at the White House user page since we are talking about government. The White House has created all sorts of stories. They do things around hash tags they might be trying to promote around a certain campaign. They do regular Twitter chats where they put an administrative official on Twitter and answer anybody's question who comes online. If you weren't watching Twitter in that one hour on that hash tag while it was happening, it would basically be lost. But because the White House takes all this and puts it together on Storify, you are able to see what happens. This was one this week about national nurse's week and last week they put a photo of the person there and pulled in the tweets, questions and answers from people, how they responded. Each of these tweets is actually live. It is not just copying and pasting the text. I can reply and retweet it. I can comment. I can like and share just this tweet to other social networks which is pretty interesting. This is what the story looks like here and they can actually imped the story back on White House.gov. This is the White House blog and they did a blog past about the nurse healthcare log but below they imbedded the Storify story. Any story you create is um bedable on any other site. This is our basic interface of story editing. You can enter a headline and summary on the one side and then on the right, you can search different social networks. Say I was pulling in something about -- Facebook IPO. So lots of people are talking about Facebook and its public stock offering. Now I can search on Twitter, Facebook -- I see these are top tweets and other tweets of what people are saying about it. I can get rid of the retweets so I have the original quotes from people so I can throw in like this, quote from CNN money and "facebook is already increasing size of its IPO due to investor demand." I can add text anywhere in between. The Facebook -- that was another thing that happened. I can search for images related to this. There is a picture of Mark there. I can search on Facebook and see what people are saying about the Facebook IPO. I'm quickly grabbing things here. If you are doing this for real, you want to go and check who these people are and there is lots of chatter on Facebook itself and surely some users there are considering part of the action. I can actually search on inn at that gram for Facebook IPO. -- Instagram for Facebook IPO. Let's search Zucker berg. I can pull a photo and go on you tube. There was a video where he was sweating a lot. "can Mark Zucker berg handle the pressure of running a public company." I can pull together different elements. I can add more text. I can move things around. If I want to move this to the top or put this photo higher up. I can quickly assemble a story that has all sorts of elements from different social networks. Again, the key is when you drag these things in, they preserve the attribution, the original source. These are all active. It shows you the account of the person, where the photo came from. We are trying to link back to the original author of these things when you pull the elements in. I will go ahead and publish this. It is now here on Storify. What I can do is share it to social networks, of course. I can also notify the people in the story that they are now part of this story. What this will do is send an at reply on Twitter to all these people and tell them they are quoted in the story. This is a hugely effective way to share the story. People love to show they are quoted and retweet it to their followers. It is a great way to get something to go viral. That's there. Here is a story on Storify. I can also click here on the um bed tab and grab this and copy and paste that into any site like you would um bed a video. That is the basics of Storify [IMBED] You can search a lot of social networks on the editor itself. Say you are also on Twitter and you want to grab some elements on a story. I will go to my Twitter stream here. We have a book mark which is here at the top Storify this on my browser or chrome plug in which is at crop dot Storify dot -- chrome dot Storify.com. This let's you grab media from anywhere on the web and put it in your Storify. Storify is now an option. That will pop up on every tweet, a Storify button. Say I want to grab one of these things, it says Storify. I click on this, it says Storify. I can do that on Twitter and Facebook which is really pretty amazing. Say I want to go a Facebook -- if I want to just grab here on -- if I want to grab this person's comment and go like this -- I can also go to any fan page on Facebook. Let's say I go to the New York Times Facebook page. Say you are having a conversation with someone on Facebook, you can take that conversation, preserve it, put it in order. Cure rate it and publish it back in your site. If I go back into my story creation, the things that I grab. It is right here, the first tab in the right is the Storify tab. Those things get saved in your story pad. These are the little comments that I pulled off of Twitter and Facebook. This works on lots of sites.

This will work for you tube and flicker and Pinterest. Just to show you -- this tab book mark let is where you can grab it. You can take this button and drag it up to the stop and you have Storify this which you can use on any website. So you also have the Google chrome extension link there. It is an amazing way you can grab all sorts of stuff off the web. You can do it for quotes -- one quick thing to show you -- to say I want to get something out of this story, I can select some text if I right click or click the book mark let, I have this choice to Storify this. Add this story to your story pad. I got it. If I go back here, here is that quote from the New York Times, if I drag it in, it preserves all the links and everything to that quote from the New York Times. That's a basic overview of everything in Storify. I would be happy to show more examples and take your questions.

>>> Thank you. This is very helpful. The first question we have deals with terms of service. So someone was wondering, does the government have a terms of service agreement with Storify.
>> Yes, we have a GSA approved terms of service with the government and Storify and we are listed on the happens.gov page as well and we are working to get the click through terms of service. Once we have that, we won't need to sign different agreements with each agency. You can simply see the approved terms on our site which is as far as I understand from the GSA without signing a separate agreement?

>>> Is the Storify site and the content aggregate accessible to users with disabilities?
>> We have the HTML for everything on the site. So yes, it should work for screen readers. As far as creating stories, it is more complicated because we have such a visually focused interface which is drag and dropped. It is more difficult and something we have not addressed. But as far as reading the story, all the HTML is there.

>>> The next question is dealing with best practices. Do you have a best practice on how much or how long the Storify story should be, how people should keep adding, when is it too long? Can you talk a little bit about that?
>> So we don't have any strict guidelines. It is up to the user in terms of what they want to do. We have seen all sorts of lengths of stories and different types of stories. This is one story we always talk about which was this amazing time line put together by the social media editor of REUTERS. He went back through the entire year to Libya, to Russia, to everything that happened in the entire year and put together this huge document basically of the year in social media and I think it is kind of amazing to read through this and find these things. Here is the photo from the White House where Obama was talking to the president of Egypt. This is quite a long story but I think it is compelling enough that it is fine because it really tells a longer story. I think it depends on the situation whether it should be something shorter, longer. It is up to you and your understanding of what your audience wants to see. We are a flexible platform and you can do whatever you would like?

>>> We have someone who is using Twitter with Storify and been having problems with the period of time in which they are trying to go to Twitter and put it on Storify. Twitter only saves tweets for a limited period. When they tried to make a Storify recently around a pick hash tag, they noticed most of the tweets were not there. How much time does a person have to get everything?
>> That's something that is dependent on Twitter. We are using their search Al go rhythms. Twitter doesn't make it easy to search an unlimited period of time. A week at the most is what you see and if there is large volume around something, it can be less volume than that. What I would advise is if you know you are doing something like that that you want to make sure you want to capture, do it quickly or pretty soon after the event happens. There are other ways around that too. For example, we have this other -- there is a site called gift which allows you to set up these rules and filters where you can have this setup so every time my name is mentioned on Twitter, it will go ahead and save it to my story pad. If save Twitter -- this is IFTT.com where you can set this up to capture things. You don't have to set it up in real time. That's one way around it. There is the book mark let and chrome so you can be on Twitter. If you can find it on someone's page, that is a way around it. It also works on a site called fox '.com which is a real search engine. Twitter

recommends it them self. You can kind of do searches here and our book mark let and plug in work on this page as well if you find things. That is another way as you see here -- you can go back 30 days and the Storify button appears because I have the plug in installed. That is another way you can go back and capture it?

>>> Is there any way to integrate Google analytics into Storify to get more detailed information about how people are viewing and gauging with your content.
>> Not yet. That is something that we might consider as a profeature when they develop that plan for Storify. I suppose if you are um bedding the story on your own site -- um bedding your story on your own site, it will be there?

>>> Speaking of things to come, are you looking at using tumbler, turning Storify to be used on an DROIDS?
>> We have an integration with tumbler where you can push a story and publish it totem builder. We have the export button. You can to even mail chimp for sending e-mails. That will push your story out there. We want you to pull in from any major social network, all different sources, make it easy to cure rate and drag things around and add text and be able to publish out to any platform by um bedding. That's the way we -- um bedding -- IMBEDDING. We are a bridge. As far as android and mobile, we do have an I pad happen that let's you create stories where you can drag and drop from different sources and we are thinking about bringing that to different other platforms as well. This way of curating by dragging things together and mixing and matching is ideally Suited with touch interfaces. I think this will be the future of computing and it will be touch based, the future of how people interact with computers -- it is a pain to type a lot of stuff. It is much easier to mix and match things. We think this has really huge potential?

>>> We are going to take a few more questions before we wrap up. The next one is more of like a comment than a two-part question. So with Storify a person expects to get the story like articles from across the world but what people are seeing on this site are Twitter feeds or Facebook compilations, what is a good way to sell this to a person's manager who are still war real estate of social media and controlling the message. Can you react to the reactions, comment on stories, compilations, et cetera?
>> I think for people who are nervous about social media, I think that is the asset of what we are doing here. We let you control what goes into the story. It is all about manual cure ration. There is not going to be random tweets or photos appearing in a story. You get to control everything. That is really important to be able to tell the story you want to and convey the message you want. I think that's where you can really see the value of what this is. Again, we have seen some brands go crazy on social media and tell you what you think of us and it is self serving and people don't respond well to this. "tell us story about McDonald's" and it backfired. There were bad stories. With Storify you get to control what goes into the story and you can show the value of what is happening on social media. You can give more life to the work you are doing and show your bosses we launched this campaign and here is the result and this is something we can publish on your site. I think that is a key value proposition for Storify.

>>> That was a great answer. Thank you. Since many of the tweets/posts that end up in the story, have the author's name and since we are discussing the use of Storify by government agencies, have you had any agency's inform you have any issues with disclosing PPI that people might want to take into consideration as they use Storify?
>> Techincally, we are not taking any private information. We are using all the publicly accessible PPI services. If someone wants to tweet in private, we would not give you access to that. The only thing there is the user name and we have had no issues with that. We think this is -- again, a key thing with the service is that you have accountability. You are showing directly where you are getting this information from. This is from a real person who tweeted that or posted the photo or video and that gives it a bit more ought then at this time and we interviewed somebody and here is the quote we decided to use in the story. That is a key part of what we are doing here. It is not private information. It is things people have chosen to make public on the web?

>>> We are going to take three more questions. What happens if a link breaks, someone deletes their tweet after it has been store tied, will the text still show or be a broken content item?
>> We preserve all the text that goes into Storify stories. So the actual text of the tweet will still be there even if a person tweets that tweet. We take the view like journal lists do, this is something that was said in public and we preserve it. We don't save the photos or videos or any kind of rich media content because we are um bedding it from other sites. If someone deletes that, it will not be in your story?

>>> That's a perfect seg way to the next question. Are there any concerns that federal agencies should have when they are searching content and incorporating into a story without the express permission from the user or something that hasn't been shared with an official campaign?
>> That would be up to the agency, I guess. There are fair use rules in terms of content. Sometimes people do ask is it okay if I take this and Storify. Other times users don't ask, when you notify people they have been quoted, we have seen overwhelmingly a positive reaction to this. I posted this photo and did it for myself and hope someone noticed it. But wow, someone thought it was worth while enough to make it an long lasting thing. It has been a positive reaction to this?

>>> Now, you mentioned this and a lot of people note how the White House is using Storify. Can you give examples of other government agencies that are using Storify? Some of the best used events? Whether they used it for new policies, engagements? Most people think this could be a really good tool to talk about certain initiatives but do you have any that stand out or can you give examples?
>> There has only been limited use in the U.S. government but there has been a lot of use around the world. For example, this is the queen of England is a Storify user. They have been using us quite a lot, a bunch of stories in the last week or two. When the queen goes on a trip somewhere and people are talk being it and posting photos and they are posting media on their own social account. They are able to pull this together and tell the story of her trip. We have been used by the world economic forum. They are running the huge annual events and other events. They use this to pull together what people are saying during the panel discussions. This was one panel and a punch of people were obviously tweeting and posting photos and reacting to it. They were able to post it and archive about the voices and people that were there. That is another interesting use. The White House using it around the campaign is the -- kind of another thing. The Twitter chats. We have seen all sorts of different use. We are excited to see more of what people come up with doing this. We have been used by brands for people to put together what people are saying about their products. During south and southwest, Pepsi were using Storify to show what people were saying about that at the scene of the conferences. South and southwest is another key place where lots of people are posting on social media. You can leverage the fact that everybody there is your reporter. It is not just news. It is for anything where a lot of people are gathering and posting things on social networks. These are just some of the use. We thought of some. We didn't think of all of them. We are excited what other ideas people come up with and how they use Storify.

>>> Well, Burt, digital goff university would like to thank you for such an informative webinar. The questions are still pouring in. Would you mind giving your contact information to anyone who would like to contact you regarding Storify.
>> Sure. I'm Burt at Storify.com. On Twitter I'm at Burt Herman. Please don't hesitate to contact us if you have any suggestions or ideas or problems, we are really happy to help. We are still a really small start up. We have six full-time people and we have been out for a year. We have been trying to catch up with things but we have been excited and inspired by the reaction of this and there are lots of things we would like to do with it?

>>> I want to thank everyone for attending the webinar today. Thank you and have a great day and thank you, Burt.

>>> [event concluded]