

#ONA17Workflow Automation Tools

For Newsrooms of Any Size

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On the stage



Penny
Riordan

Director

*Digital Audience
Engagement,
GateHouse Media*

@PennyRiordan1



Alessandro
Cappai

Journalist

Freelance

@ale_cappai75

A vintage office desk with a typewriter, a rotary phone, and a lamp. The scene is dimly lit, with a warm, nostalgic atmosphere. The typewriter is a classic manual model with a dark body and a light-colored keyboard. To its right is a black rotary telephone. In the foreground, a red rotary phone is partially visible. A large, glowing light bulb is positioned on the left side of the desk, casting a soft glow. The background shows a wooden door and a shelf with various items, including a red and white striped container.

OLD and **NEW**

What **has changed** in workflow

Yesterday

We wrote, broadcast, or
spoke. The end

- 30 -



Today: How much more is on our plate?

- CMS: Tagging, different headlines
- Posting across platforms
- Scheduling meetings to plan content
- Making constant updates

“Automation is also opening up new opportunities for journalists to do what they do best: tell stories that matter.”



Celeste Lecompte, Pro Publica

Nieman report on automation



What can you automate?



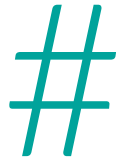
- Calendars
- Twitter
- Sharing between Instagram, Twitter, Tumblr
- Slack
- Zapier
- Bots

WHY WE NEED **BOT**

Because they could help sharing, newsgathering and organizing our job (and the job of our newsroom)

Automatism

A series of **tasks** that develops when certain conditions arise

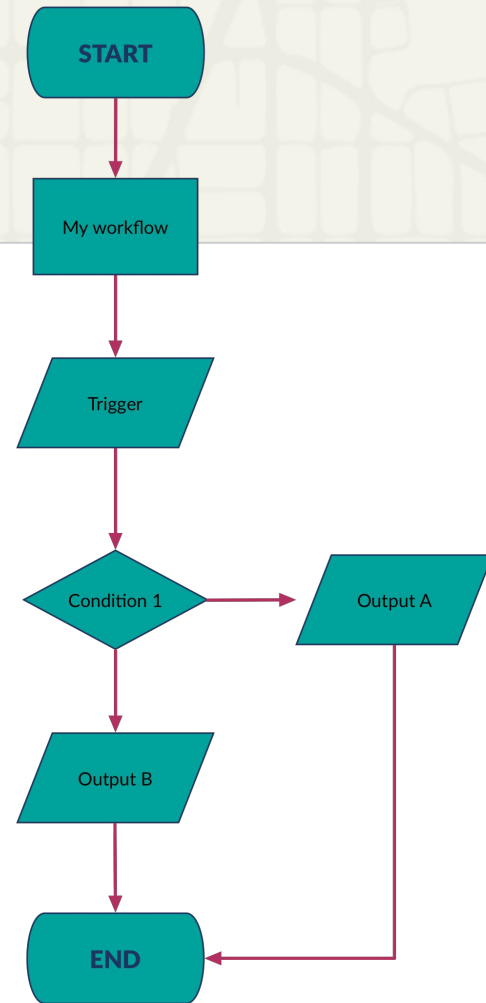


From start to **end**



Project the **workflow** that you want to *automate*

The **first step** is a *flowchart*

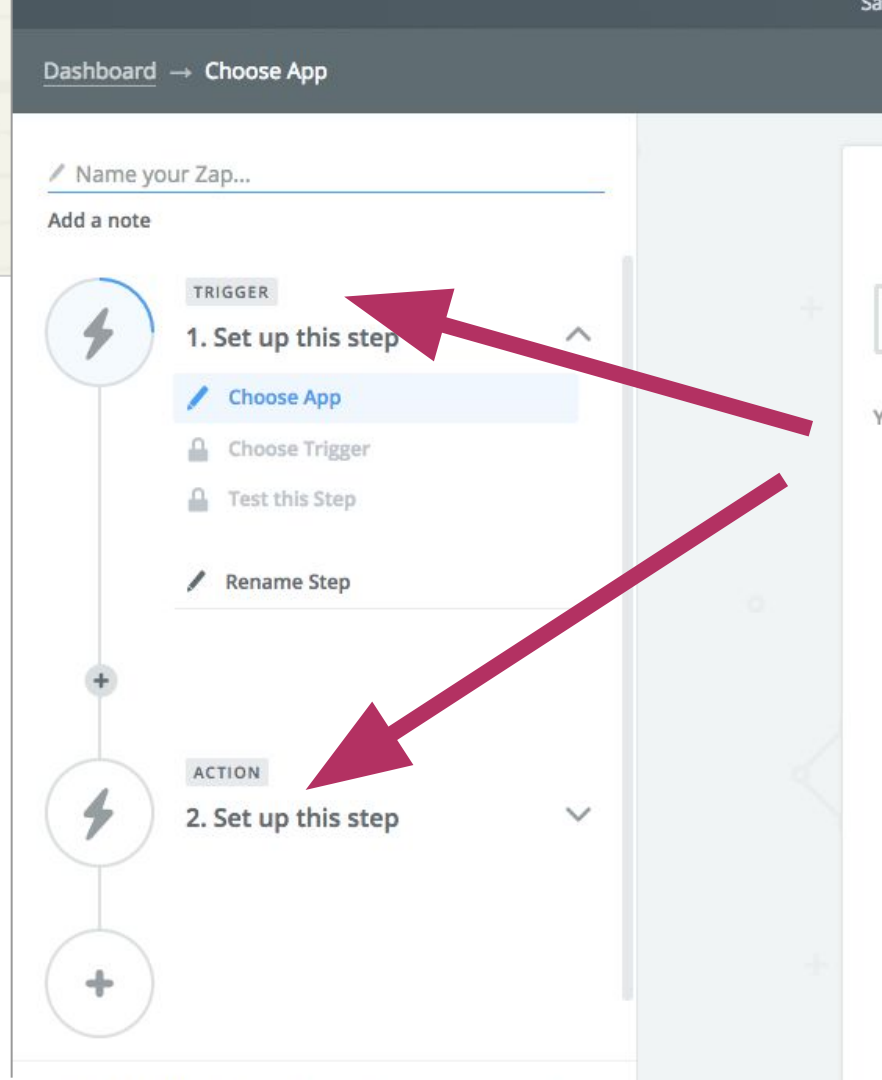


ZAPIER: IF, THEN... ELSE

The tool permits more than one step

Start and **end**

The *trigger* is our starting point in the flowchart. And in Zapier we can develop more *actions* from a trigger



Triggers and **actions**

The *trigger* is strictly **related** with each platform helpful for our **workflow**

Instagram
Social Media

Instagram is a social network which is a fast, beautiful and fun way to share your photos with friends and family.

[+ Connect Account](#)

Triggers (5) Searches (2)

- New Liked Media**
Triggers whenever you like a photo or video on Instagram.
- New Media Posted**
Triggers when a photo or video is posted by a user.
- New Media by Location**
- New Tagged Media**
Triggers whenever a photo or video with the specified tag is posted.
- New Follower**
Triggers whenever the authenticated user has a new follower.

Twitter
Social Media

Twitter is a social network that lets you publish 140-character messages, called "Tweets", that can be seen by an international audience in real-time. Connect with your audience, express yourself and discover what's happening.

[READ MORE](#)

[+ Connect Account](#)

Triggers (8) Actions (4) Searches (1)

- Search Mention**
Triggers when any user creates a new Tweet that contains a specific search term (like a word, phrase, username or hashtag).
- Search & Geo Mention**
Triggers from mention of search term in a specific geo location.
- My Tweet**
Triggers from you tweet something new.
- Tweet In List**
Triggers when there is a new tweet in a specific list you choose.

Trello
Project Management

Trello is a team collaboration tool that lets you organize anything and everything to keep your projects on task.

[READ MORE](#)

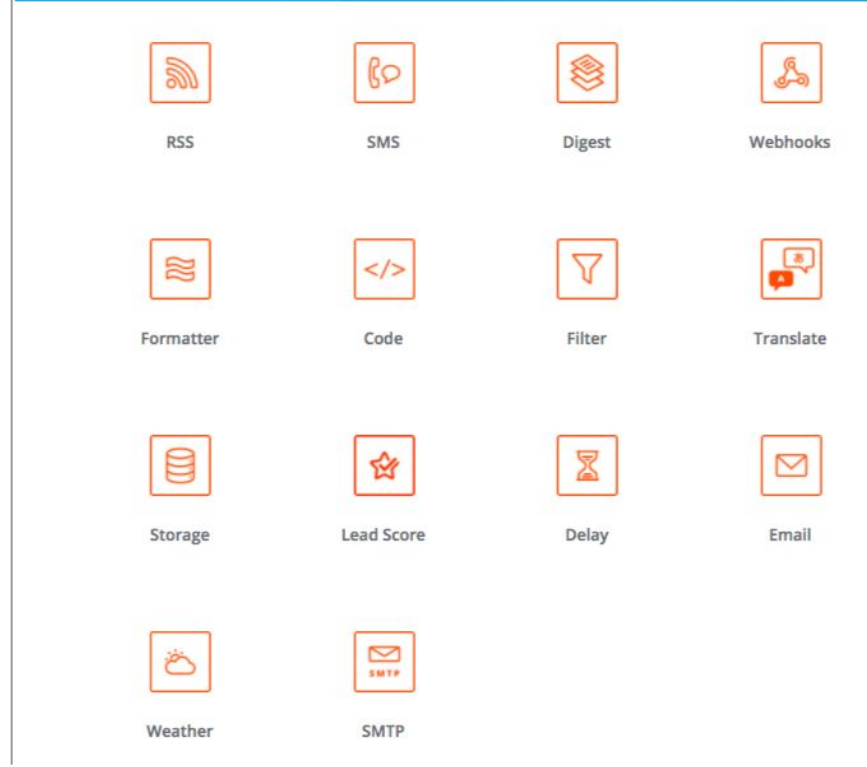
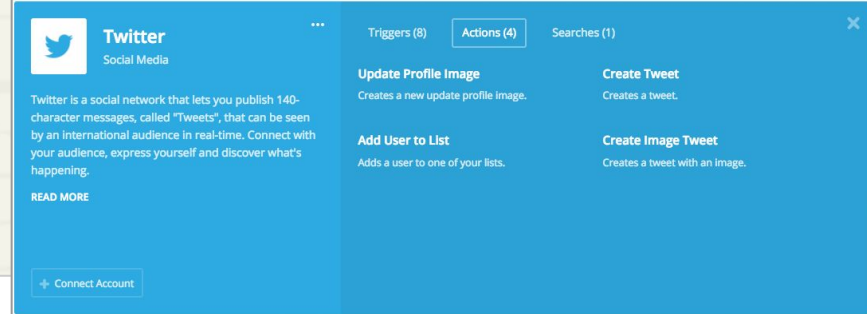
[+ Connect Account](#)

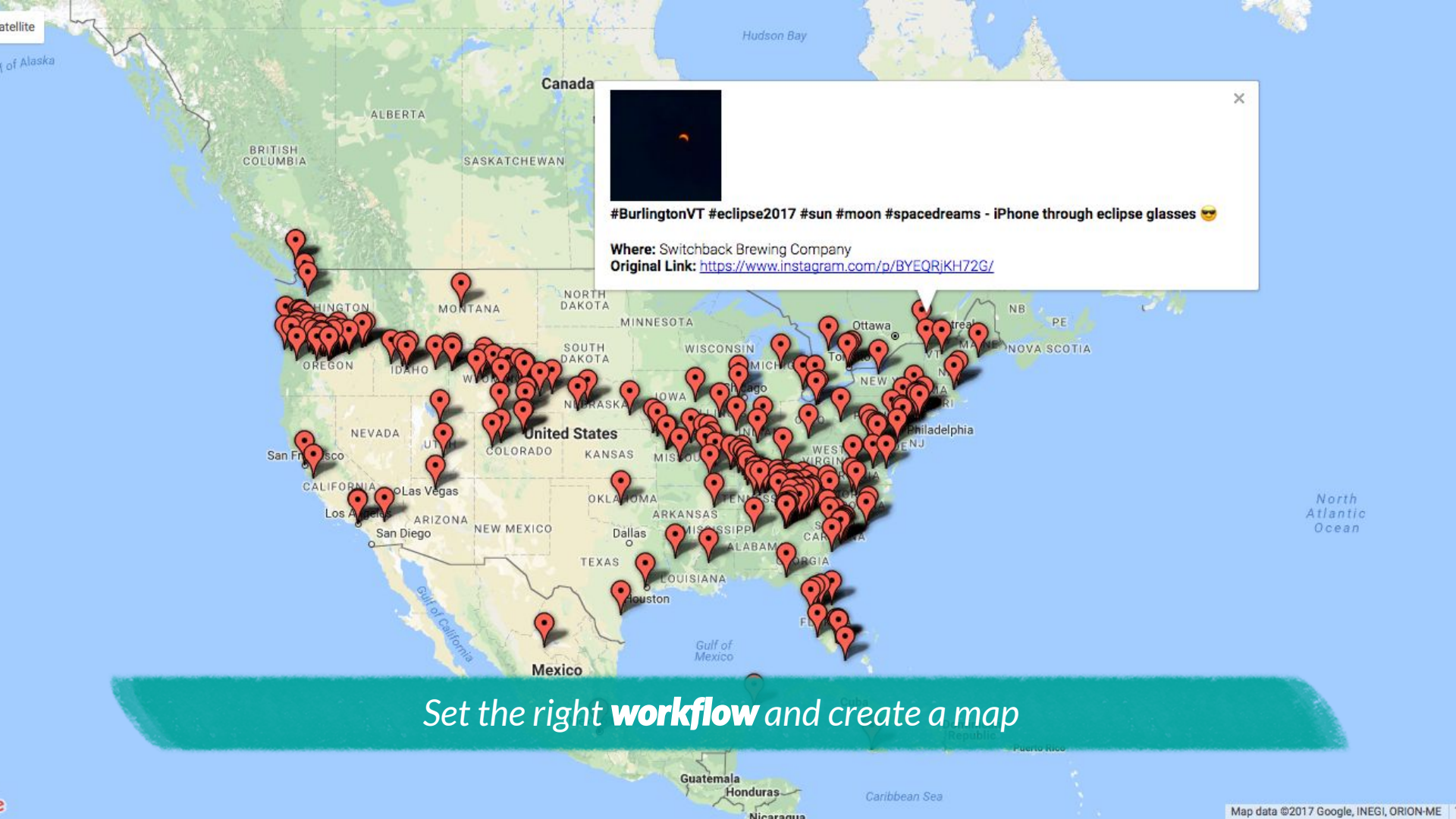
Triggers (13) Actions (16) Searches (7)

- New Label Added to Card** **INSTANT**
Triggers when a label is added in a Trello card.
- Card Moved to List**
Triggers when a Card is moved to a List in Trello, inside the same Board.
- Card Updated** **INSTANT**
Triggers when a Card is updated in Trello.
- New Notification**
Triggers when you get a new notification in Trello.
- New Card**
- New Label**

Triggers and **actions**

When a trigger starts a Zap, it begins the **automatic workflow** created with a series of **actions** connected to the platforms or built-in by Zapier





#BurlingtonVT #eclipse2017 #sun #moon #spacedreams - iPhone through eclipse glasses 🕶️

Where: Switchback Brewing Company
Original Link: <https://www.instagram.com/p/BYEQRjKH72G/>

Set the right **workflow** and create a map

My **workflow**

- **Find** on Instagram images with an **hashtag** (#eclipse2017)
- **Continue** if the location **exists**
- **Upload** the **file** on a folder in Drive
- **Create** a **row** in a Spreadsheet

Then I refine the Spreadsheet and using Fusion Table I create a map with my images

/ Eclipse2017

Add a note



TRIGGER

1. New Tagged Media



FILTER

2. Only continue if...



ACTION

3. Upload File



ACTION

4. Create Spreadsheet Row

Collegamenti

- miei primi esperimenti
- Digit
- Calendario autunno

Note Recenti

- Incontro Pd Settimo - ...
- Riunione Master

Note

Taccuini

Tag

Cestino

Passa a Premium

Passa a... (#J)

Work Chat

Tutte le note

ONA17



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OCTOBRE 2017

<p>MARIAAUXI94</p> <p>oggi RT @LaVanguardia: La Policía intenta sacar a un hombre de un colegio agarrándole de la oreja #CatalanReferendum https://t.co/tlXtpc33PM // RT @LaVanguardia: La polizia c...</p>	<p>pat3tica</p> <p>oggi RT @SodahCherry: LA foto. #Catalanreferendum https://t.co/zB76FMNAGx // RT @SodahCherry: LA foto. #Catalanreferendum https://t.co/zB76FMNAGx // Sun Oct 01 16:41:21 +0000 2017</p>	<p>Labrucherie1</p> <p>oggi RT @LaVanguardia: La Policía Nacional carga contra gente con las manos levantadas. #CatalanReferendum https://t.co/txuwYM2THG // RT @LaVanguardia: La polizia n...</p>	<p>MariaRosaPadil4</p> <p>oggi RT @LaVanguardia: Enfrentamiento entre Guardia Civil y Mossos en Gavà #CatalanReferendum https://t.co/VpsBUZ7sUR // RT @LaVanguardia: confronto tra Guardia Civil e Mossos in...</p>	<p>papitafrit</p> <p>oggi RT @JulianAssange: Catalan voters drive back Spanish riot police trying to stop them voting today in the #CatalanReferendum for independenc... // RT @JulianAssange: Gli elettori...</p>	<p>Unonueve91</p> <p>oggi RT @LaVanguardia: La gente construye barricadas en la Escola Industrial de Barcelona para que no entre la Policía #CatalanReferendum https://t.co/... // RT @LaVanguardia: La...</p>
<p>llmundet</p> <p>oggi RT @dagoldagom: Avui més que mai. Endavant! #CatalanReferendum https://t.co/j4Q5hrjCpYA // RT @dagoldagom: Oggi più che mai. Avant! #CatalanReferendum https://...</p>	<p>perecatala10</p> <p>oggi RT @albertoalba_: Se me está rompiendo el alma en pedazos. #CatalanReferendum https://t.co/xVUAR3wo0K // RT @albertoalba_: sto rompendo l'anima in pezzi. #...</p>	<p>LuisZC_</p> <p>oggi RT @LuisMadriz_: Los bomberos protegiendo a la gente que quiere votar. Bravo 🙌🙌🙌 #CatalanReferendum https://t.co/ELLzRw6cw2 // RT @LuisMadriz_: I vigilli del fuo...</p>	<p>yacu9</p> <p>oggi RT @LaVanguardia: La Policía intenta sacar a un hombre de un colegio agarrándole de la oreja #CatalanReferendum https://t.co/tlXtpc33PM // RT @LaVanguardia: La polizia c...</p>	<p>evanebot</p> <p>oggi "Però què feu? Però què estàs fent?" #10ct #CatalanReferendum https://t.co/1U9kDmVfzO // "Però què feu? Ma che stai facendo?" #10ct #CatalanReferendum https://...</p>	<p>humanitarmakt</p> <p>oggi RT @JulianAssange: Catalan voters drive back Spanish riot police trying to stop them voting today in the #CatalanReferendum for independenc... // RT @JulianAssange: Gli elettori...</p>
<p>AltresCostaAmic</p> <p>oggi RT @GuitarraDePedro: #CatalanReferendum He intentado votar NO a la independencia, no me han dejado, como pueda votar mas tarde mi voto sera... // RT @Philippines: #CatalanR...</p>	<p>mrsannco</p> <p>oggi RT @calcosares: Mienten. Los medios mienten. #Votarem #CatalanReferendum #10Oct https://t.co/FW8Gx7S7v2 // RT @calcosares: mentono. I media sono. #Voteem #Cata...</p>	<p>Alexandraselo13</p> <p>oggi RT @Fotomovimiento: A l'Escola Industrial hi ha milers de persones resistint tot el dia. És impressionant. #10ct #CatalanReferendum @escole... // RT @Fotomovimiento: Nella scu...</p>	<p>Carles_Martos</p> <p>oggi RT @LaVanguardia: La Policía intenta sacar a un hombre de un colegio agarrándole de la oreja #CatalanReferendum https://t.co/tlXtpc33PM // RT @LaVanguardia: La polizia c...</p>	<p>ianrobles12</p> <p>oggi RT @SodahCherry: LA foto. #Catalanreferendum https://t.co/zB76FMNAGx // RT @SodahCherry: LA foto. #Catalanreferendum https://t.co/zB76FMNAGx // Sun Oct 01 16:41:26 +0000 2017</p>	<p>karrere1</p> <p>oggi RT @albertoalba_: Se me está rompiendo el alma en pedazos. #CatalanReferendum https://t.co/xVUAR3wo0K // RT @albertoalba_: sto rompendo l'anima in pezzi. #...</p>
<p>313CTRO_DU3ND3</p> <p>oggi RT @FJ_1985: La fotografía habla por sí sola.</p>	<p>rossella_sp</p> <p>oggi RT @LaVanguardia: Así ha sido el protocolo de</p>	<p>comebacktomebby</p> <p>oggi RT @ItsMalbert: NUNCA UN TELENOTICIAS</p>	<p>Kamisoraio</p> <p>oggi RT @albertoalba_: Se me está rompiendo el alma</p>	<p>lostinheaven</p> <p>oggi RT @calcosares: Mienten. Los medios</p>	<p>acisternas</p> <p>oggi RT @LaVanguardia: La Policía Nacional carga contra</p>

Translate tweets and follow an #hashtag

Another **workflow**

- *Find* tweets with an **hashtag** (#CatalanReferendum) in a **precise location** (10km round Barcelona)
- *Translate* the text from **original language** (often Spanish) in Italian
- *Create* a **note** in a specific Evernote Notebook

/ #Catalan Referendum

Add a note



TRIGGER

1. Search & Geo Mention



ACTION

2. Translate Text



ACTION

3. Append to Note



ON **MOBILE**



IFTTT and the smart recipes for ios and android

With one **click**



When I push the **Button**
widget on my phone
I start a series of tasks

Add row to spreadsheet

This Action will add a single row to the bottom of the first worksheet of the spreadsheet you specify. NOTE: A new spreadsheet is created after 2000 rows.

Spreadsheet name (required)

Button pressed

will create a new spreadsheet if one with this title doesn't exist

+ Ingredient

Formatted row (required)

```
OccurredAt ||| Latitude |||  
Longitude ||| ShareURL |||  
=IMAGE("  
LocationMapImageURL ";1) |||  
LocationMapURL
```

use "|||" between cells

+ Ingredient

With one **click**



After **writing** a note
starts a series of tasks

Send an email

This Action will send an email to up to five recipients from your Gmail account.

To address (required)

Accepts up to five email addresses, comma-separated

+ Ingredient

Subject (required)

+ Ingredient

Body

Some HTML ok

+ Ingredient

With one **click**



Enrich your camera
with **automatic tasks**
and your routine starts
after the click

Add file from URL

This Action will download a file at a given URL and add it to Dropbox at the path you specify. NOTE: 30 MB file size limit.

File URL (required)

PublicPhotoURL

Works best with downloadable files

+ Ingredient

File name

OccurredAt

Optional, no file extension needed

+ Ingredient

Dropbox folder path

Camera

Format: some/folder/path (defaults to "IFTTT")

+ Ingredient

Create action

Mobile recipes



Quicklyemail.

Hey Look! Those are our **recipes**

Adrowtospr...

Cool tools

Straight from our newsrooms



IFTTT: Free platform to sync devices, channels



- Use it to pull in RSS feed to share content on Twitter
- Use it to pull photos from Instagram to share to Twitter
- Use it to RT from one account to another



Crowdtangle alerts



- Viral alert email
- Search alerts
- Leaderboard
- Monitor competition



Lessons from the hurricane



- Crowdtangle alerts/list for local governments and the competition proved useful (Sarasota Herald-Tribune)
- Live blog to pull in tweets and automated updates (H-T)

