#ONA17Workflow
Automation Tools

For Newsrooms of Any Size

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On the stage

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OLD and NEW

What has changed in workflow
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 Lecompote, 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
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.
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
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
ON MOBILE

IFTTTT 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
With one **click**

After **writing** a note

starts a series of tasks
With one **click**

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