

# My experience with Blogging and Micro-Blogging

Masterclass presentation

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# Print-Journalist & Agroblogger

- I'm earning my money as a non-agricultural producer/reporter in classical print journalism (daily paper Neue Zürcher Zeitung, [www.nzz.ch](http://www.nzz.ch))
- Social media are just a non-profit hobby for me ([www.adisagroblog.wordpress.com](http://www.adisagroblog.wordpress.com), Twitter: @agroblogger, Fb: Adrian Krebs)
- I'm using these channels to present my own private opinions about Swiss and International Agriculture.

# My non-financial profit from social media:

- I meet/get to know interesting people (at least virtually)
- I can stay in touch with old acquaintances,
- I learn a lot through working on Agricultural Subjects

# How my blogging benefits from classical media:

For my Blogposts and sometimes Tweets I'm using a lot of inputs produced by classical media-industry:

- I take pictures from the News-Agencies that deliver for the Paper
- I'm linking up to print articles or radio and TV-coverage that are put online
- My Socialmedia-networking would be much harder without the classic media

# How my employer benefits of my Socialmedia-Presence

- I'm very into them and this knowledge and this makes me a multipurpose journalist, that can be "used" for Print, online or social media purposes
- I find stories on Facebook, blogs and Twitter, that I wouldn't find in the classical media or ways of "investigating"