

## Best Social Media Reporting Entry – Mustang News

The story covered in this entry is the trial of Paul and Ruben Flores who were on trial for the murder of Kristin Smart. Over 25 years ago Kristin disappeared from the campus of Cal Poly and as Paul and Ruben finally went on trial for her murder Mustang News had reporter Nico Vinuela in the court room from the opening statements to the final verdict. For this entry we'll focus on our reporting from the day of the verdicts on October 18<sup>th</sup> and the day after on October 19<sup>th</sup>

When we first received word that the verdicts would be announced we alerted our followers via [breaking news](#) and then again when we knew the [specific time](#). As the verdicts were read for first [Paul](#) and then [Ruben](#), our reporter immediately communicated back to our EIC who then posted the verdicts within seconds of their announcement in the court room. Continuing on throughout the day we kept our readers updated with [reactions from Kristin Smart's family](#). Our video team [live-streamed the press conference after the verdicts](#) and then [summarized said press conference](#) for our readers and also provided [reactions from students on campus](#).

All of this led over 10,000 visitors to Mustangnews.net on October 18<sup>th</sup>. Cal Poly and the Central Coast as a whole waited over 25 years for closure in the Kristin Smart case. Our reporting team worked around the clock especially on October 18<sup>th</sup> to get them all of this news as quickly as possible.