

To the Judges:

While news organizations typically use social media sites such as Twitter and Facebook to disseminate stories and drive referral traffic back to their sites, The Wall Street Journal has used those same platforms to actively engage readers. As a result, we've deepened the conversations around our news stories and made readers partners in our news-gathering and idea-generation process.

For example, when one of our small business reporters began working on a story detailing the downsides of being a supplier or a vendor, we [posted a call out on Facebook](#) asking readers to share their first-person accounts. Their comments helped shape the [subsequent article](#).

Similarly, when our story ran, on Orbitz displaying different hotel search results for Mac users, the social media sphere lit up with reaction. We used the opportunity to ask our readers for their thoughts, turning their commentary on Twitter and Facebook [into a story](#) that appeared on WSJ.com.

As Venus transited between the sun and Earth a few weeks ago – an event that won't happen again until 2117 – we asked readers to share their locations as the moment unfolded. Posts came rushing in: “Watching from Dominican Republic”, wrote one reader. “From Fairfield in Melbourne, Australia,” tweeted another. In all, we collected [a sampling](#) of nearly 50 tweets and comments of the “global viewing party” taking place.

We've also used social networks to receive photo submissions. Ahead of an annular solar eclipse in May, for instance, we turned to Instagram and Twitter [with a call](#) for reader photos. We featured many of their [ensuing submissions](#) online.

By using hashtags like #wsjmarriage or #shuttlewsj across social networks, WSJ has collected reader reaction and photo submissions on a variety of topics, from [opinions](#) on President Barack Obama's stance on gay marriage, to [photos](#) of the retired space shuttle, Enterprise, as it arrived in New York City.

Time and time again, WSJ has turned to social media – not simply to drive referrals, but to involve our readers in the editorial process and encourage content generation via social networks.

I am proud to nominate The Wall Street Journal for WAN-IFRA's XMA Award for Best Community Engagement.

Sincerely,

Raju Narisetti, Managing Editor, The Wall Street Journal Digital Network.