

SOCIAL MEDIA – how it's changing journalism

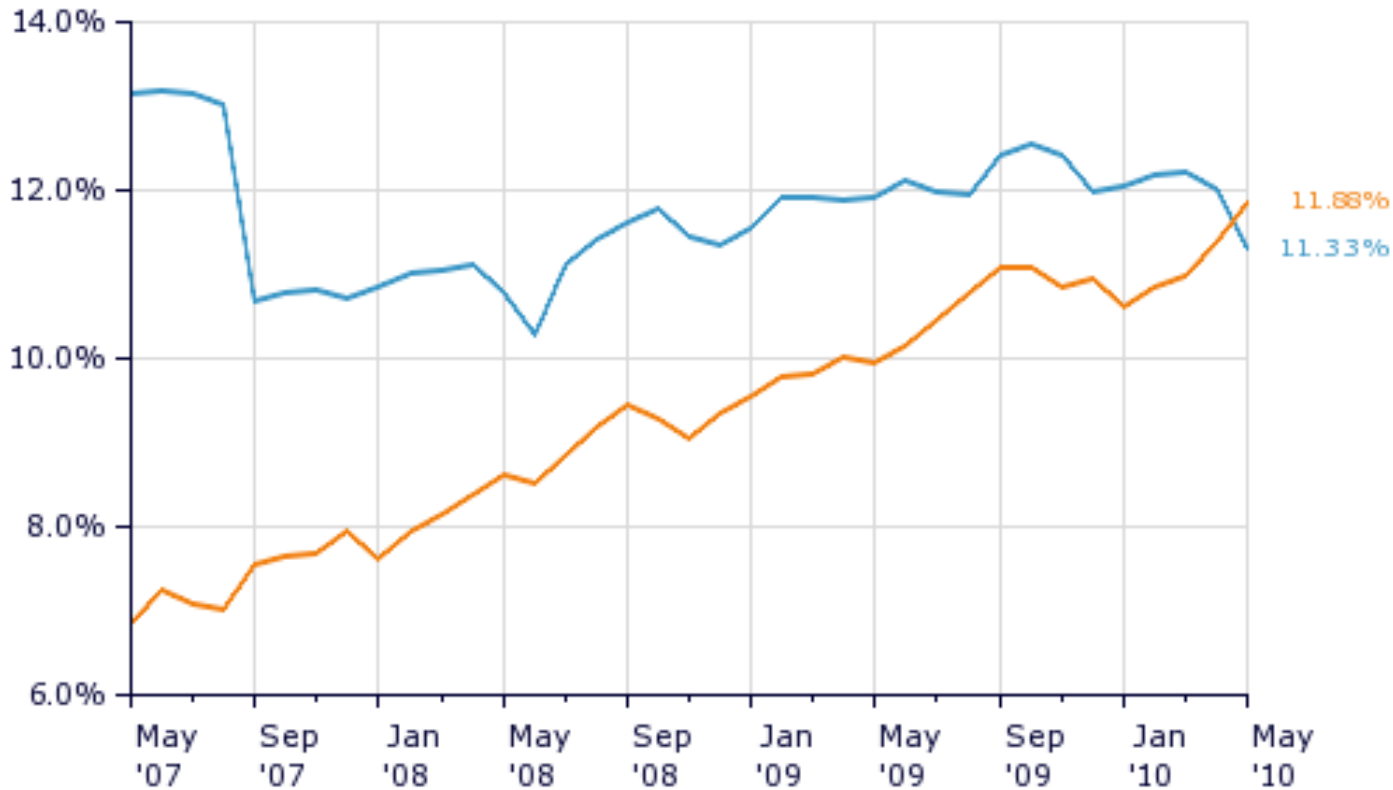
Andrew Drinkwater



“IN 2008, IF YOU’RE NOT ON
A SOCIAL NETWORKING
SITE, YOU’RE NOT ON THE
INTERNET.”

IAB PLATFORM STATUS REPORT: USER GENERATED CONTENT, SOCIAL MEDIA, AND ADVERTISING
- AN OVERVIEW, APRIL 2008

UK Internet visits to Social Networks and Search Engines



- Computers and Internet - Search Engines
- Computers and Internet - Social Networking and Forums

Monthly market share in 'All Categories', measured by visits, based on UK usage.

Created: 03/06/2010. © Copyright 1998-2010 Hitwise Pty. Ltd. Source: Experian Hitwise UK



The world used to look like this



THEM

US



Now the world looks like this...



We've moved from catering DELIVERING content to an
AUDIENCE
To
SHARING our content with a COMMUNITY

OR HAVE WE?

NEWSPAPERS – audience or community?



Audience

- A group of persons assembled to hear or see a speaker, play, concert, etc.
- One-way, passive, receivers of information, entertainment etc.
- In printed newspapers we collect, organise and deliver information in a way that we decide is best for our 'audience'.

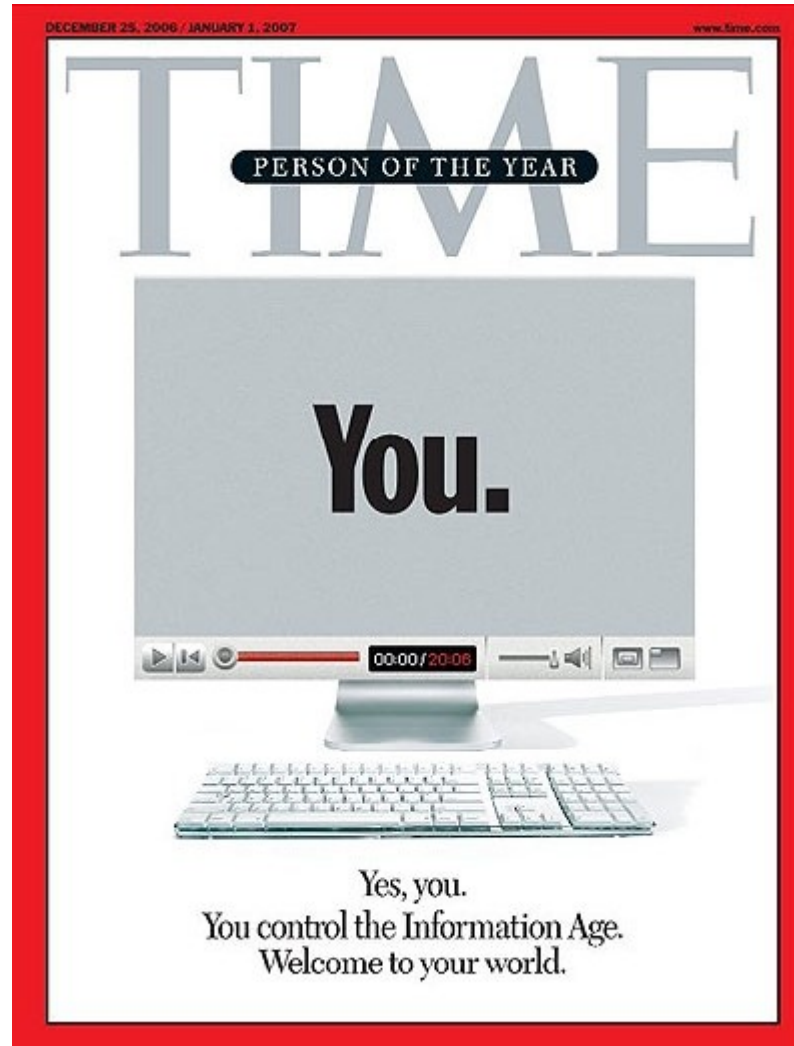
NEWSPAPERS – audience or community?

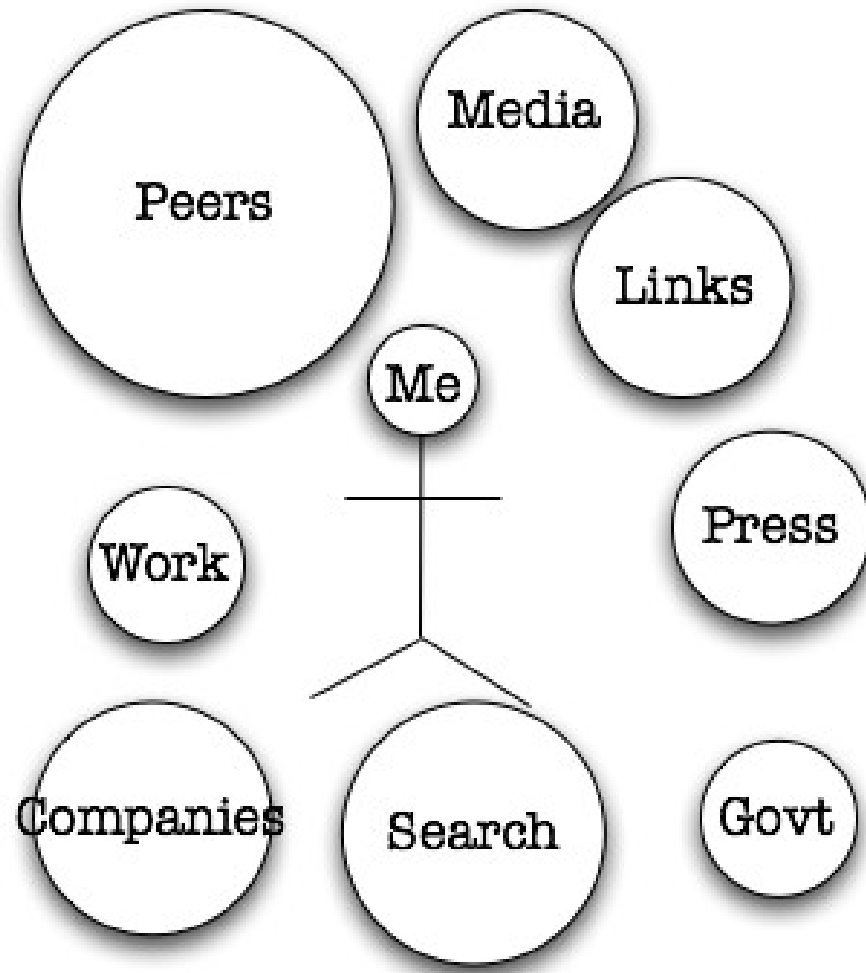


Community

- A group of people living together as a smaller social unit within a larger one, and having interests, work, etc. in common.
- Two way communication can occur in a variety of ways at any time. Deeper relationship between parties.
- Sharing, interaction, two-way conversation

2007 was a turning point in consumption





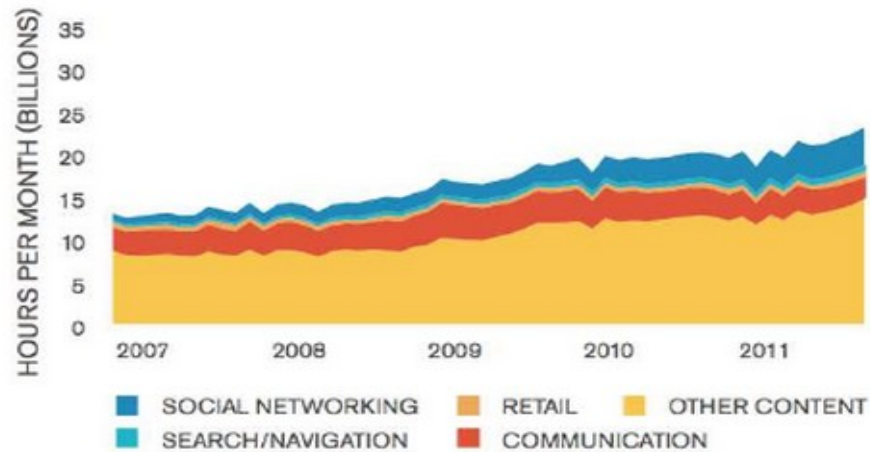
The me-sphere

Social Networks are the Most Popular Activity Online

Time Spent Online on Key Internet Categories

Source: comScore Media Metrix, Worldwide, March 2007 – October 2011

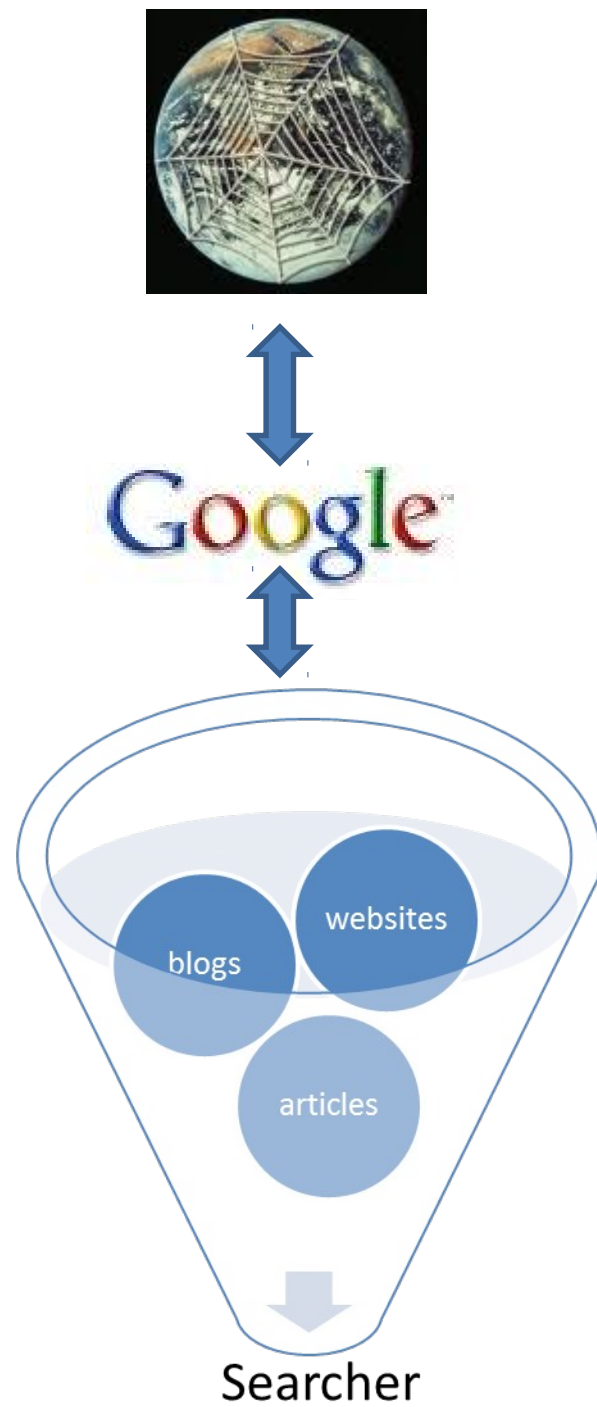
* Time spent on Communications includes time spent on web-based Email and Instant Messengers.

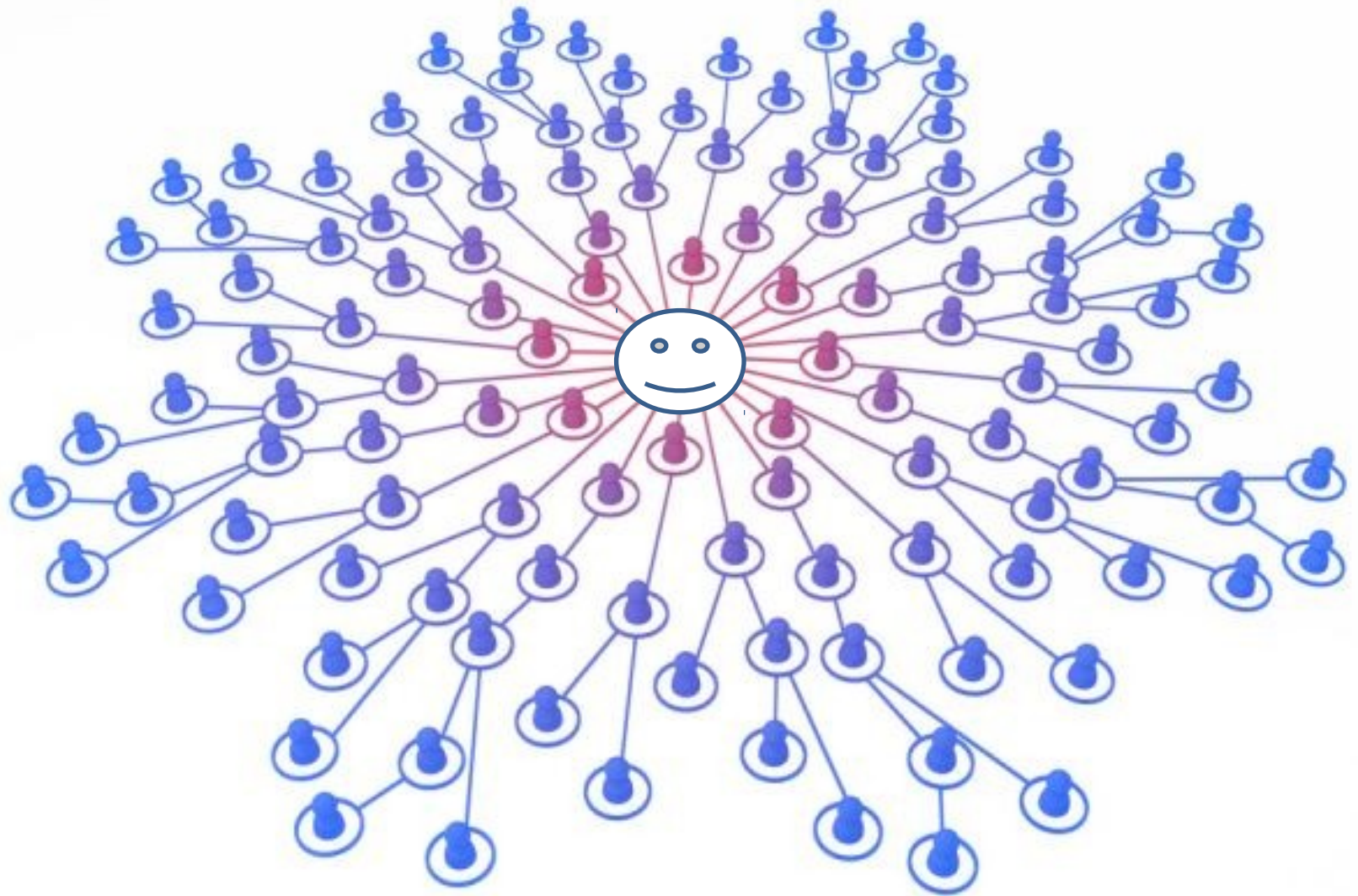


1 in 5 online minutes spent on SN, Up from 6% in 2007



THEN





NOW

**PRESS
ASSOCIATION**
Training

Social media is a participatory sport. You have to get your hands dirty to understand it.

Kevin Duggan, Social Media blogger

SO WHAT DOES ALL THIS MEAN FOR NEWSPAPERS?



SO WHAT DOES ALL THIS MEAN FOR NEWSPAPERS?

- 1. A single web presence (i.e. website) is probably no longer enough**
- 2. How we connect with our customers (readers and advertisers) is likely to change**
- 3. We will have to become more sophisticated in the way we share our content**
- 4. The opportunity for new entrants and non-traditional media to steal market share has never been greater – it's easy and cheap**



SO WHAT DOES ALL THIS MEAN FOR NEWSPAPERS?

**SOCIAL MEDIA IS RAPIDLY BECOMING THE MOST IMPORTANT
SOURCE OF WEBSITE TRAFFIC**



The changing landscape

“The great weakness is the lack of shape, structure and ultimately meaning that all this amounts to. It is one thing to read hundreds of people’s stories. It is another to try and work out what the story actually is.

Simon Waldman

Director of digital publishing, The Guardian

**“I believe the world will always need editing.
The role of the old media companies in the
new-media age is that of content facilitator,
tools provider and editor.”**

Tom Glocer

Reuters Chief Executive

2. Growing audience

Top 10 news organizations with the most people following their journalists (sum of the followers their journalists have):

1. CNN: 12,936,330 total followers
2. New York Times: 10,361,924 total followers
3. ABC News: 8,080,255 total followers
4. NBC News: 4,886,734 total followers
5. Guardian: 4,653,253 total followers
6. ESPN: 4,468,903 total followers
7. MSNBC: 3,927,080 total followers
8. Fox News: 3,248,385 total followers
9. CNBC: 2,699,308 total followers
10. BBC: 2,136,011 total followers

Harvey Norman

Super Saturday

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Independent.ie

Friday 26 July 2013

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News Sport Business Woman Entertainment Lifestyle Videos Photos

SEARCH

Breaking News National World Sport

13:47 Late Zaha strike denies Cerezo

13:25 Man held over Fitzpatrick murder

12:12 Reds 'don't intend to sell Suarez'

12:07 Pharmaceutical company jobs boost

11:37 Ba ready to fight for Chelsea place



Daniel O'Donnell's wife Majella in cancer battle

The wife of singer Daniel O'Donnell has been diagnosed with breast cancer

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Liam Sweeney's family wait in Amsterdam in attempt to bring his body home

Jul 23, 2014 10:45 | By **Katie Davies**

Liam Sweeney was a passenger alongside John Alder on doomed MH17 flight which was shot down over Ukraine

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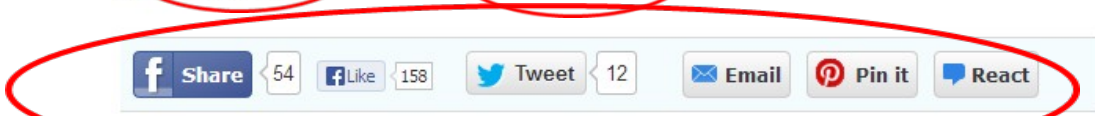
9 Popular Urban Legends About The Titanic That Are False

Unfortunately two films have a romanticized one very famous myth about the night the ship sank.

posted on July 26, 2013 at 3:08pm EDT

 **Brian Galindo**
BuzzFeed Staff

 Follow @BriGalindo



1. A shipyard worker was not accidentally killed and sealed into *Titanic's* hull during construction.



The Real Ages Of '90s Movie High Schoolers



BuzzFeed is the leading media company for the social age, intensely focused on delivering high-quality original reporting, insight, and viral content across a rapidly expanding array of subject areas.

Our technology powers the social distribution of content, detects what is trending on the web, and connects people in realtime with the hottest content of the moment.

Our site is rapidly growing and reaches more than 85 million monthly unique visitors

UPWORTHY



Search Stories



Things that matter. Pass 'em on.



He Would Brag To His Fellow Soldiers About His Girlfriend All The Time. There Was Just 1 Problem.



30 Seconds Of Women Over-Apologizing, Followed By 30 Seconds Of Them *So* Destroying That Stereotype



The One Where A Pizza Chain Pays Workers More Than Minimum And Managers \$100,000 A Year



Q: So, what is...

UPWORTHY ?

Q: So, what is...

UPWORTHY ?

A viral aggregation site with an eye on social good

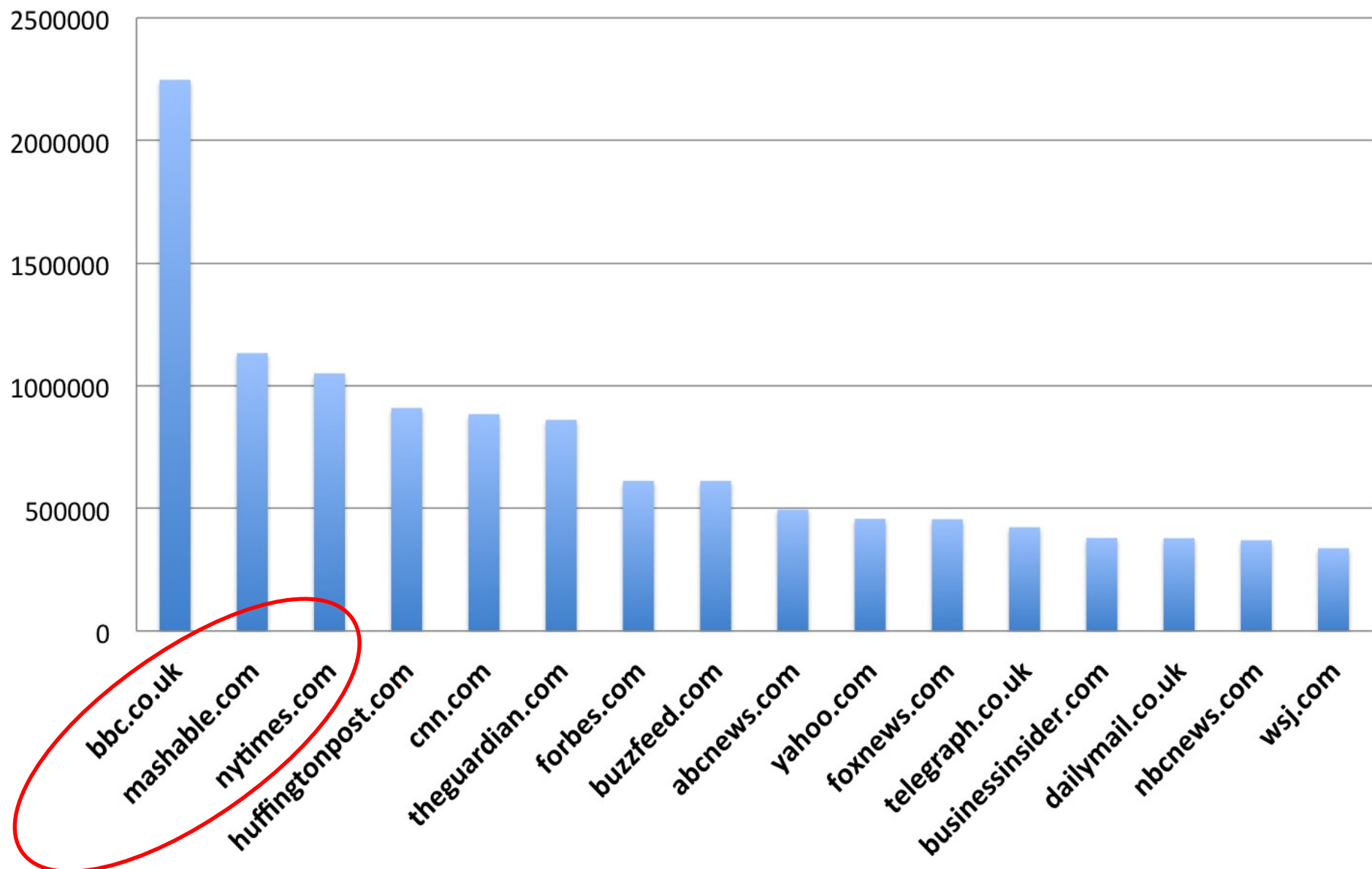
UPWORTHY

- **50 million unique monthly visitors**
- **Average Facebook post gets 75,000 likes**

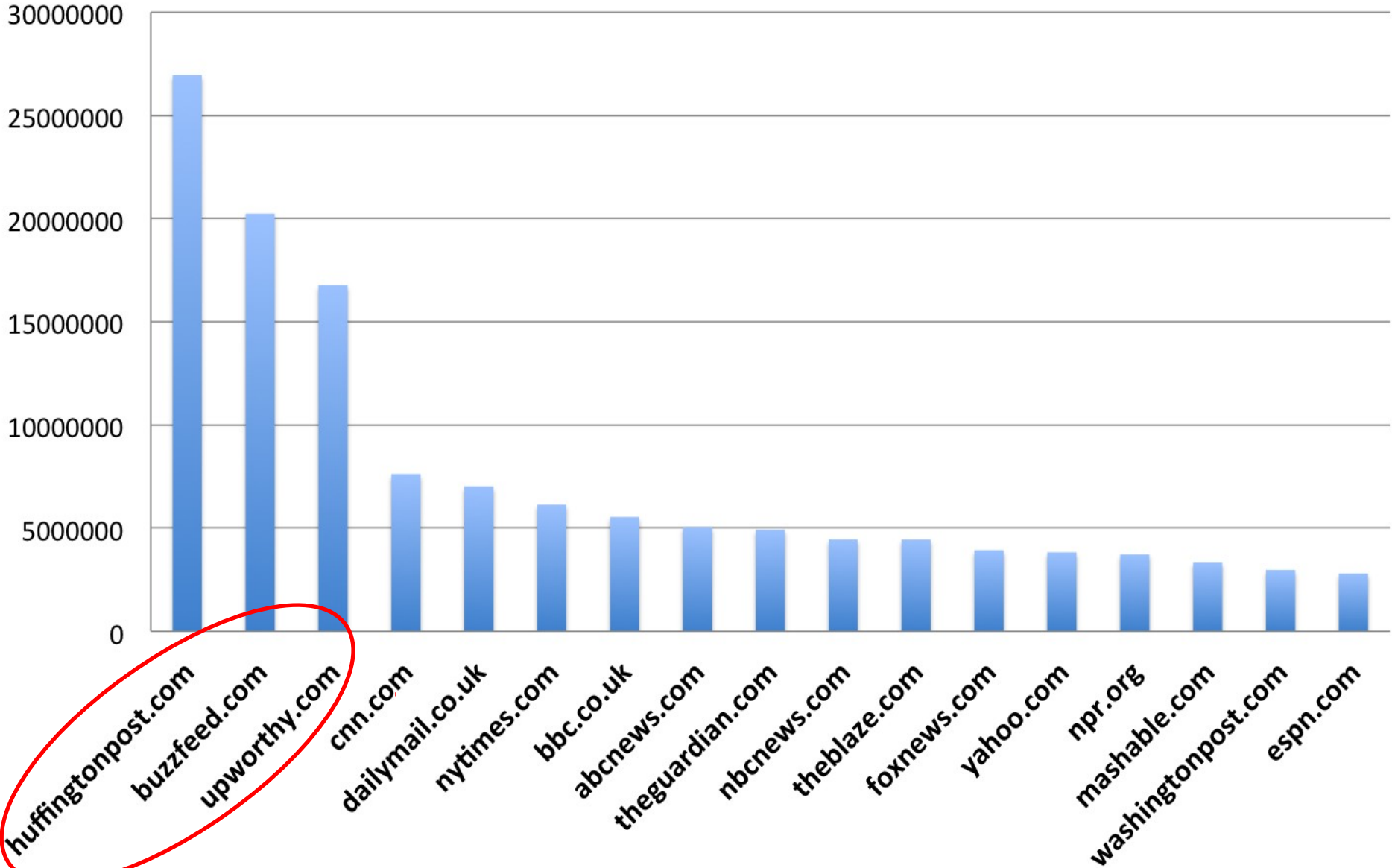
UPWORTHY

**50 million unique monthly visitors Average
Facebook post gets 75,000 likes**

Most Twitter Mentions

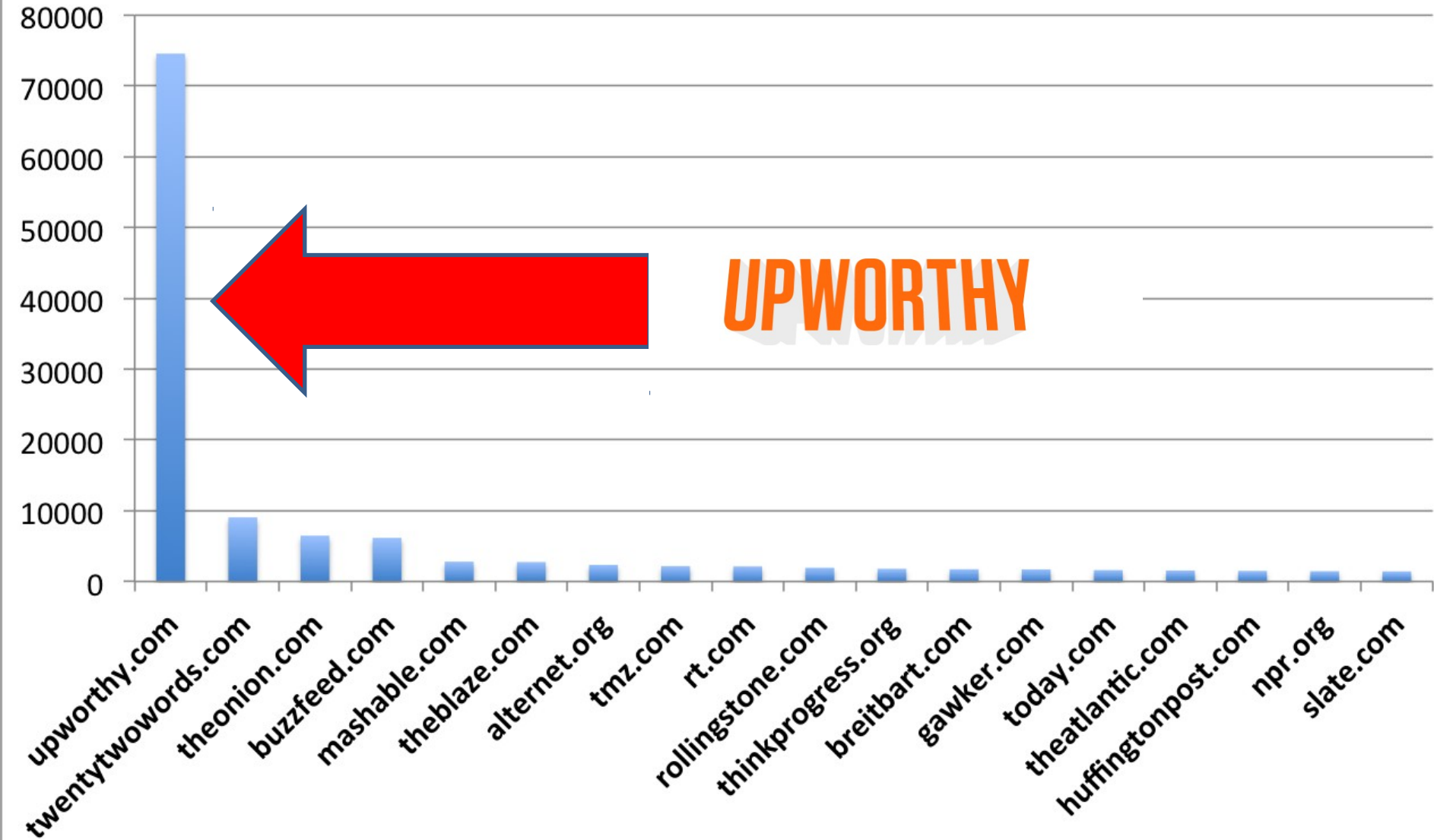


Most Overall Facebook Likes



The Best Website on Facebook

Facebook Shares per Article by Domain



**SO HOW ARE TRADITIONAL
MEDIA RESPONDING?**

The homecoming: Victims of MH17 tragedy take final flight back to the Netherlands



LATEST Plane carrying bodies will be met by Dutch King Willem-Alexander and Queen Maxima, the Prime Minister Mark Rutte and relatives this afternoon

WHAT ARE THE 'BLACK BOXES' AND WHAT COULD THEY REVEAL?
IS THIS PHOTO EVIDENCE THAT REBELS HAVE SURFACE-TO-AIR MISSILES?
REVEALED: MASSIVE RISE IN SALE OF BRITISH ARMS TO RUSSIA

Full extent of Peaches' heroin addiction revealed at inquest



LATEST Court hears how the socialite had taken a massive dose of the deadly drug when she was found dead in April

REVEALED: DRUG ADDICTION AND A VERY BRISK MURDER AS MURDER



BBC News ticker suggests Queen has tested positive for morphine (sort of)



i100: Independent's new site

The screenshot displays the i100 website interface. At the top, a dark navigation bar features the i100 logo (with 'BETA' and 'from The INDEPENDENT' text) on the left, and menu items for DISCOVER, NEWS, PEOPLE, VIDEOS, SPORT, TECH, OFFBEAT, and ENTS on the right. A user profile icon is also present.

The left sidebar contains four news items:

- Item 27: "27. Gaza protest in French suburb descends into anti-Semitic riot" (2 days ago), with 1 upvote and 14 shares.
- Item 28: "28. Most Ukip voters don't believe human rights exist... at all" (2 days ago), with 23 upvotes and 59 shares.
- Item 29: "29. Fifa 'confirms' Michael Garcia's ethics inquiry will not be made public" (2 days ago), with 1 upvote and 9 shares.
- Item 30: "30. CNN somehow outdoes Colin Brazier in its MH17 coverage" (2 days ago).

The main content area features a "first direct" advertisement with the text "We are the unexpected bank" and "Switch now and get £100 >". Below the ad is the main article headline: "MH17 plane crash latest: What you need to know about Russian claims". The article is attributed to "Matthew Champion" and posted "2 days ago". Below the headline are social sharing icons for Facebook, Twitter, and a generic share icon, along with a red "UPVOTE" button.

At the bottom left, a footer contains copyright information: "© 2014 User Policies | Terms | Privacy | Cookies | Advertise | Feedback | About i100".



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TRENDING PRINCE GEORGE TULISA MALAYSIA AIRLINES CRASH BEYONCE MUST SEE

Sport Technology Money Travel Motoring

Peaches Geldof 'battled two-year heroin addiction and fatal syringe was found stashed in sweet box'

PEACHES GELDOF DEAD

Husband Tom Cohen told his wife's inquest she kept the drug in their marital home and how she covered up failed weekly drugs tests

► **Police still hunting for dealer who supplied Peaches Geldof with deadly heroin**



Harrison Ford hobbles onto plane as he continues recovery

Bridesmaid walks her sister down the aisle while in LABOUR





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Do you need entertainment? Then here's all the UsVsTh3m toys and games in one post. Weekend solved.

1.2k

Like

We've made loads of toys and games, so a big list of them should keep you busy for quite some time.

Prefer something to read? Here's our [list of best UsVsTh3m listicles](#) - yes, a list of lists.

Featured!

 Eurosona Generator! -

Best

 2048: Doctor Who

National Raspberry Cream Pie Day

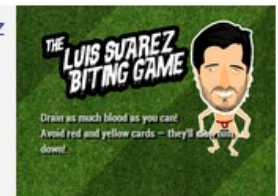
8d : 20h : 9m

SIDEBAR OF AWESOME

> **PLAY: Slap Michael Gove!**
Give him a virtual beating



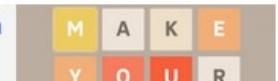
> **The Luis Suarez Biting Game**
Drain as much blood as you can!



> **GAME: Spot the Tory!**
Can you guess the party an MP belongs to just by looking at their face?



> **Make Your Own 2048**



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6 June 2014 Last updated at 16:48



Go Figure: The week in numbers



By Magazine Monitor

A collection of cultural artefacts

Look back at the week in numbers with our Go Figure images, which are posted daily on social media.

17,000 solar cells to circumnavigate globe



24,900 miles without a single tank of gas

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us vs th3m

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- 4. What if your phone has been stolen?
- 5. Keeping your phone safe
- 6. Where next?

SPORT



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29 mins ago



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Posted 5 months ago by Tom Wills and Conrad Quilty-Harper in **SPORT** [Share](#) [Tweet](#)



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MH17 and Russia: why Europe is so reluctant to impose sanctions

Posted 2 days ago by [Conrad Quilty-Harper](#) in **ECONOMY** [Share](#) [Tweet](#)



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Audio

WORLD CUP

 SHA

BATTLE CRIES

By JENNIFER DANIEL JUNE 18, 2014

The world's best soccer players bring their own unique style to the game. So it is only fitting that the commentators react in kind — calling a goal with passion and personality. The jubilation that expands a commentator's call of "goal" to fill five, six, even 10 seconds of time seems universal, but there is regional variation. Different languages play a part, but so do regional sensibilities and the spirit of individual announcers. [RELATED ARTICLE](#)

