

# Capturing the Modern News Consumer



# 3. Where Do We Go From Here?



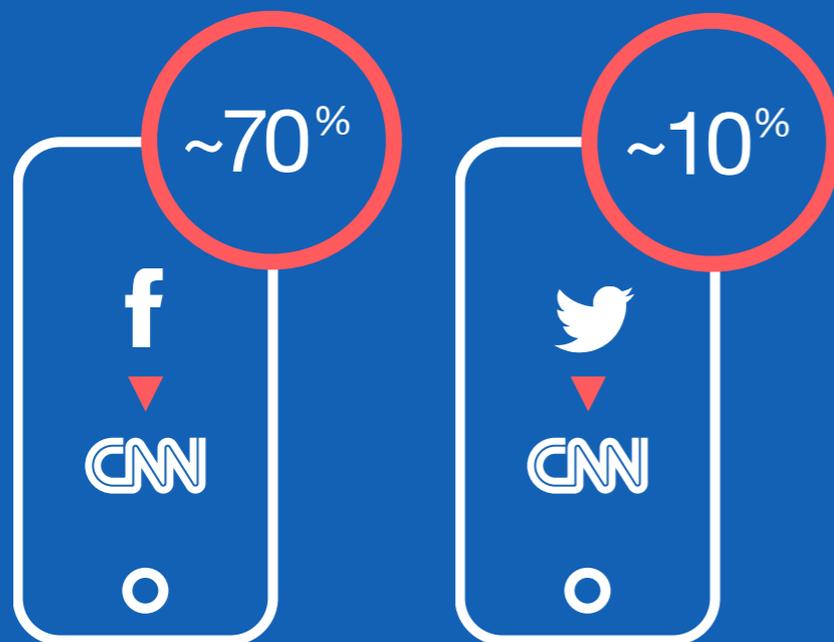
### 3. Where Do We Go From Here?

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Now that we have the info, how do we put it to work for us?

# CNN: Social media suggestions

Let's revisit CNN's Samantha Barry's suggestions for programming to social media platforms with some specifics, starting with Facebook



## Facebook

Put most of your effort here. You'll get the biggest bang for your buck among millennials and other news consumers. Approximately 70% of CNN's referral traffic comes from Facebook as compared to less than 10% from Twitter.

In addition to linking to mobile web versions of your stories (remember most FB user are on smartphones), consider formatting content for Facebook Instant Articles to leverage more users and Facebook's advertising sales.

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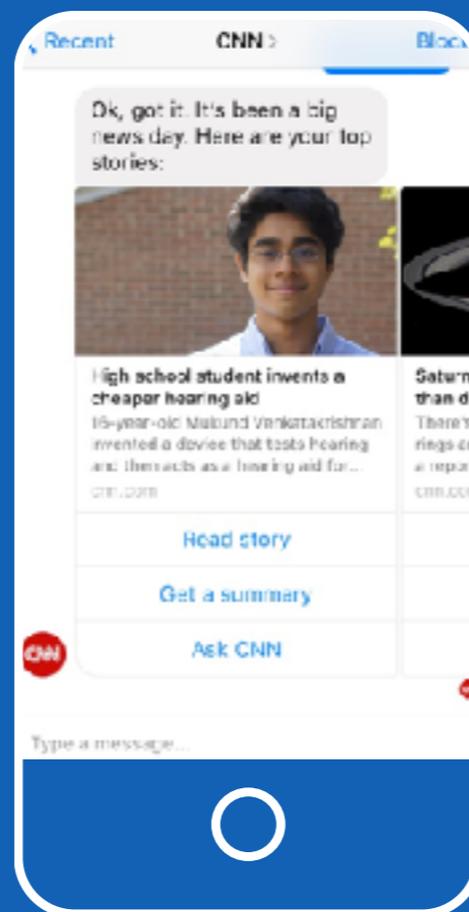
## Facebook Live

Consider this another programming channel for your content. It's not a place to stream live TV broadcasts. Instead, look to counter-program. Things to try:

- Live events that don't need narration (e.g. The Women's March, heavy snowfalls or flooding, etc.)
- Taking people places they haven't been, such as reporters with access viewers wouldn't have (e.g. under a stadium during the game, backstage at a big event, live from a plane cockpit, etc.)
- Q&A with reporters and anchors about a certain story, or the news in general

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## Facebook Messenger

CNN prepares a rich-media daily briefing, and responds to queries with a photo and headline allowing users to get relevant information before they click through.

# CNN: Social media suggestions

After Facebook, what other priorities are there?

## Twitter

After Facebook, look to Twitter to allocate resources. While the audience is smaller, their behavior is tied to the latest updates making it ideal for breaking or developing news.

But remember, you'll get much less engagement with Twitter than Facebook, maybe only the occasional click on a link, so use it as a branding platform to make sure you are visible and active to potential news consumers.



# CNN: Social media suggestions

After Facebook, what other priorities are there?

## Instagram

Remember how visual millennials are. Instagram is a great way to share images and short videos they want to see. But you can't just use any photo or video. Follow these tips from CNN:

- Instagram is square so you need to produce an optimal image for that frame and packs a visual punch
- You should be able to get all you need from just looking at the picture and caption—no narration or subtitles
- Think of it as a moment in time that you have captured and shared
- Be sure to post pictures and videos, but also experiment with Instagram Stories



# CNN: Social media suggestions

After Facebook, what other priorities are there?

## Snapchat

Snapchat is a walled garden, meaning all content you publish there is self-contained with no links out.

Also, content slots on Snapchat Discover (the news platform) are invitation-only, so you probably can't participate yet. But when you do get a chance remember these tips:

- Publish on a regular schedule
- Create complete stories or full rundowns. Since users don't leave the app they need to get a full experience
- Your news brand can be what people follow, but you can also try it with individual reporters or anchors with their own handles.



# CNN: Social media suggestions

Instant messaging is part of social, too



## WhatsApp

CNN provides a WhatsApp number on stories to get people to leave messages with their comments. It also plans to reach out to its WhatsApp contacts as a newsgathering resource.



## Kik

Right now the prime audience on Kik are 13- to 17-year-olds, so it probably is not a primary social vehicle for you right now. But as those teens age you'll want to capture them as your news consumers so you'll want to monitor Kik to see how its use is evolving.



## Line

Also biggest amount 13- to 17-year-olds. The use of emojis and stickers on Line makes for a good experiment in telling stories using alternate methods. Still, the small audience and young age of line users makes this a low priority for most news organizations.

# More Platform Recommendations

Other things to consider when looking at possible social and mobile platforms, according to CNN

1

Social audiences are more open to “failures”, so don’t be afraid to experiment with things you would never try on air or on your web site.

2

Figure out the best metrics to measure how each platform benefits you. It could be traffic referrals, likes, friends, or even content contributions. Once you know what you want out of a platform assess how you are doing against that goal on a regular basis.

3

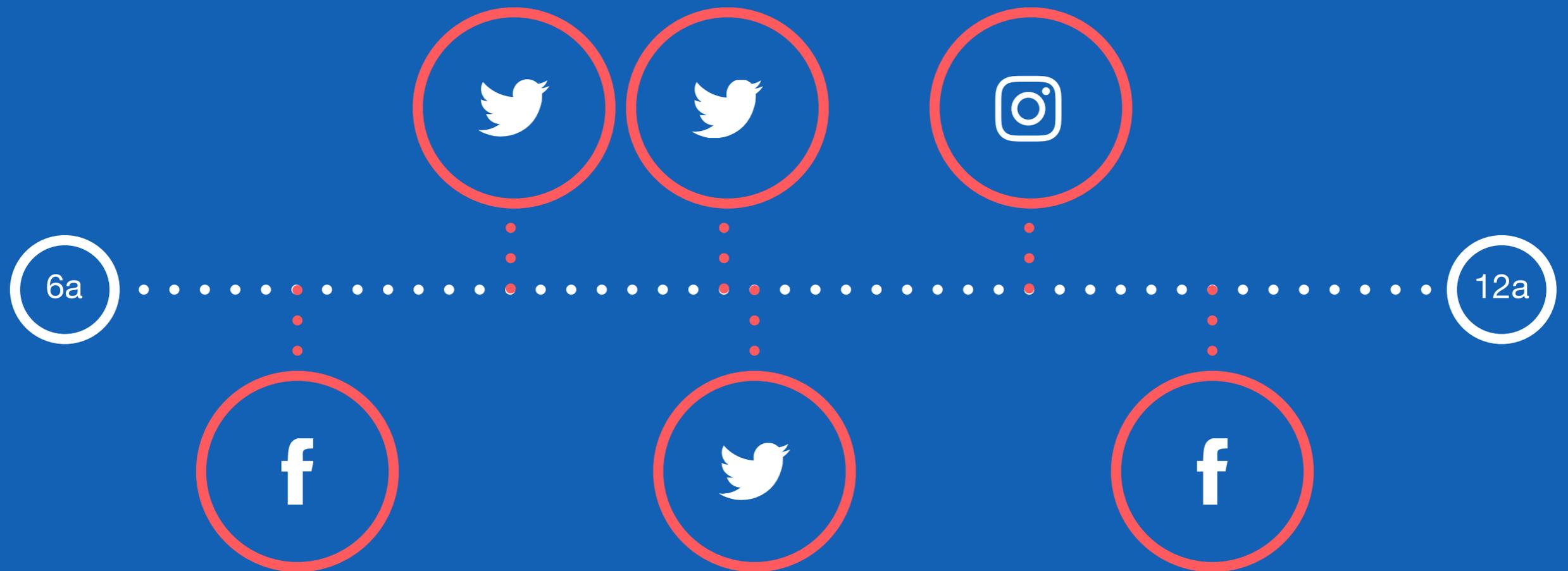
Content demands vary for each platform so understand what works for each and produce the right content for them.

4

What’s happening on your air can be fodder for posts too. Look at having people monitor your TV and turn that into social content.

# CNN: Develop the right workflow

Being on the right platforms with the right content is not enough. You have to know when to put material in front of the audience



# More Operational Recommendations

Content, platform and audience all come together only when you are doing the right things to make it happen. Here are a few more CNN suggestions to do that.

1

Determine which content works best on what platforms and make sure it finds its way there. Don't feel that every kind of content needs to be on every platform.

2

Develop expertise on social and other platforms by using them. If one or more people on the staff become expert everyday users on Instagram, Snapchat, FB Messenger and others, they'll know best how to program for them.

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Content spending is going to come before revenue does, but be flexible about how to monetize these additional platforms. One of the best ways may be to work with the publisher to get revenue from them. Facebook Instant Articles is a good example of this.

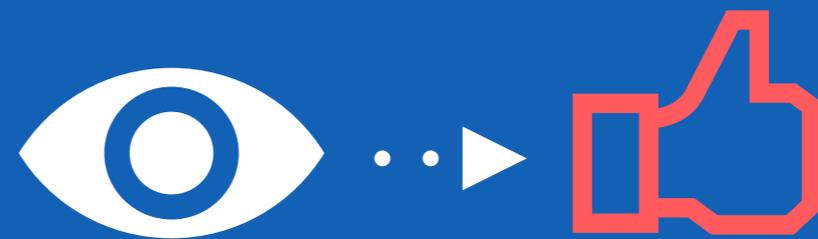
4

Visual storytelling may be the most engaging, and you already have to raw material work with. Figure out how to work video into as many of your stories and platforms as you can.

# Don't forget to measure your progress

Setting and monitoring success metrics is the key to moving ahead

87%



In a survey done last year by the University of Texas, 87% of responding news organizations said they monitored stats like page views or unique visitors, but few said they did anything with the data collected.

One inexpensive way to learn from what you collect is to reach out to researchers at a local college or university with questions about your audience. Collegiate researchers can then set up the right programs to test assumptions about what you are publishing.

# More Metrics Recommendations

Much of what we discussed will never be more than an experiment if you don't set goals to measure against and then take stock on a regular basis

1

Metrics will differ from platform to platform. Facebook may deliver referral traffic and ad revenue while Instagram is all about the number of likes. Choose your metrics then monitor against them to make sure you are setting your priorities right.

2

Metrics can and will change over time. Twitter is most about awareness now but may turn into a revenue-generating platform in the future. Stay on top of your goals for each platform and be ready to adapt.

3

Be critical. If a platform or content type consistently fails to meet your goals, don't be afraid to cut back or even abandon it. Your resources and time are limited. Use them for best effect.

# Stay informed, don't stop evolving

Here are some sources to stay on top of a fast-changing journalism profession

1

## American Press Institute

Many good articles, technology is often a focus. It also offers a daily newsletter, "Need to Know," with news items of interest to journalists and news managers.

<http://www.americanpressinstitute.org>

2

## Nieman Lab

Original reporting on the future of news with a welcome focus on business models as well as technology.

<http://www.niemanlab.org>

3

## MediaShift

More vital content looking at problems caused by tech shifts and the best practices to address them.

<http://mediashift.org>

# Keep up on tech, too

Additional sources to stay informed with trends in technology away from journalism

1

## Recode

Staffed by journalists, many with experience from well-known publications, the site provides a good mix of general consumer tech with business technology trends worth watching.

<http://www.recode.net>

2

## TechCrunch

Focused on the business of technology with extensive coverage of Silicon Valley as well as consumer gadgetry.

<http://techcrunch.com>

3

## Digiday

Coverage of how technology is affecting the advertising and marketing industries. Trends spotted here often make their way into news due to its reliance on advertising revenue.

<http://digiday.com>

3. Where Do We Go From Here?

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# How CNN Approaches the Future

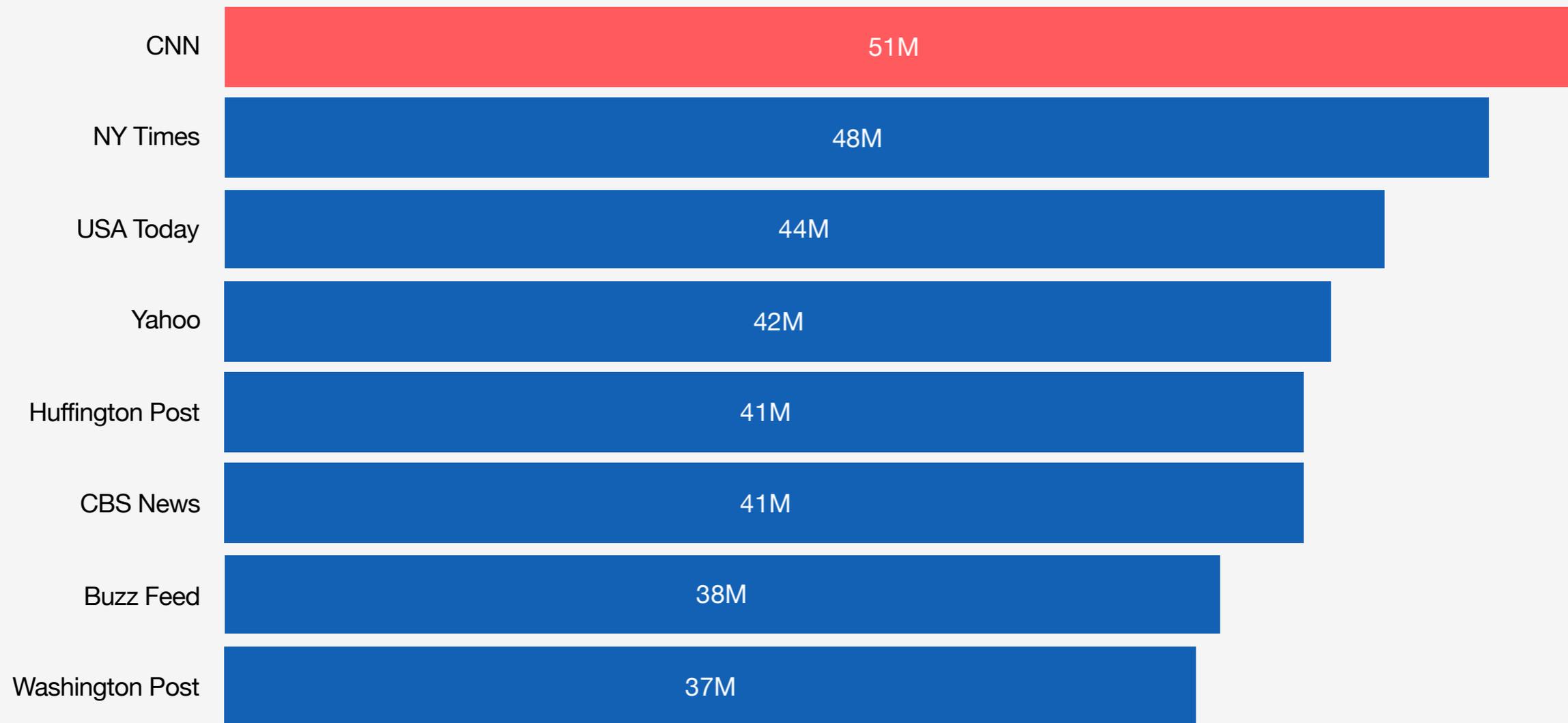
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CNN has taken major steps and invested large sums to secure younger consumers and program for the next generation and the one after that. And it's paying off.

# CNN is #1 with millennials

In terms of total audience



Multiplatform Unique Visitors Ages 18-34

Source: CNN, Nov. 2016

# CNN is #1 with millennials

And among social media metrics



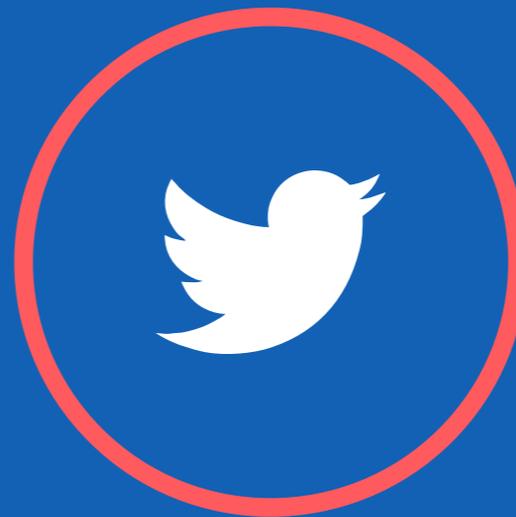
@CNN

#1 Mentioned news brand across social platforms



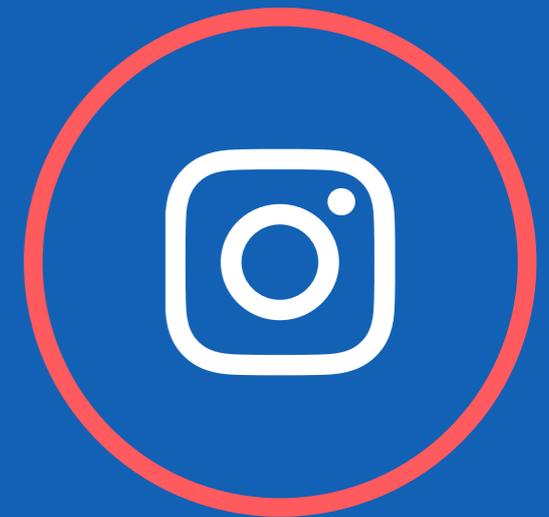
25.1M

#1 News brand on Facebook with 25.1 million fans



74.9M

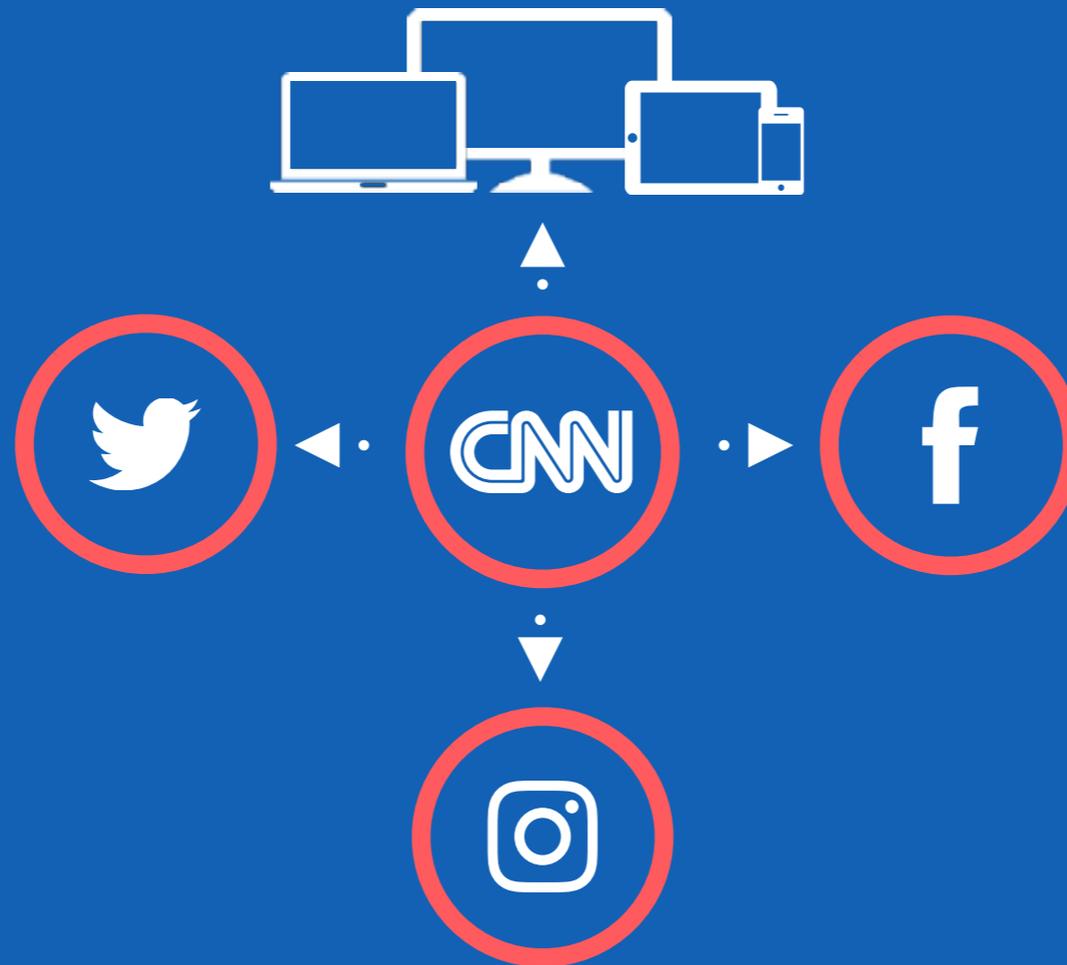
#1 Most followed news brand on Twitter with 74.9 million across CNN's main accounts



2.7M

#1 most followed news brand on Instagram with 2.7 million followers

# Why the success?



CNN stopped considering itself a destination and instead is a distributed brand. This means getting in front of the modern news consumer on more than 60 platforms, adapting its content and stories to each.

“It’s about the stories we tell and how we tell them. It’s fun to think about business models and platforms, but in the end the product should melt away and get out of the way of the story itself.”

Alex Wellen

CNN Chief Product Officer



# Thank You