

A person is shown from the chest up, holding a white smartphone with both hands. They are wearing a light-colored, short-sleeved button-down shirt. The background is dark and textured, possibly asphalt. The overall image has a dark, moody aesthetic with a semi-transparent dark overlay.

Growing your Audience Using Social Media

About Me

Adriana Lacy

Audience and product consultant

Adriana Lacy is a journalist focused on audience engagement, social media platforms, and technology. She is the founder of Adriana Lacy Consulting, a digital consulting firm working with newsrooms, nonprofits and technology companies to grow their digital audiences. She also is a lecturer in journalism at Brandeis University.

She has worked as a senior associate for audience and growth at Axios, an audience engagement editor at the Los Angeles Times as well as an audience team member at the New York Times, focusing on search engine optimization and social media metrics.

Lacy also obtained her M.S. in Digital Audience Strategy from Arizona State University. Her research focuses on how news is packaged and delivered in the platform era. She looks at the different ways traditional print media and digital media disseminate news and the challenges and opportunities associated with social media platforms for publishers. Her research also focuses on how ethnic and local media are adapting to the digital environment.



Why audience engagement?

News consumption has changed.

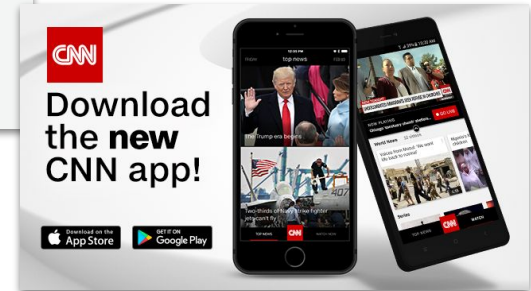
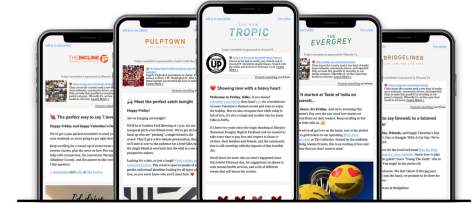
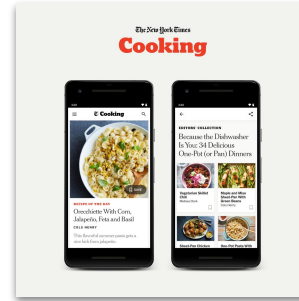
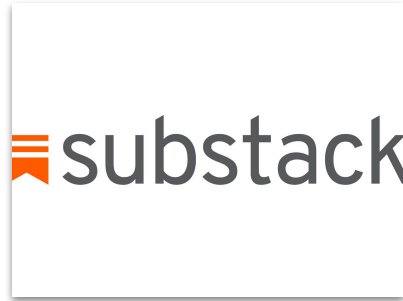
Traditional News

- One-way communication
- Very few platforms to consume information
- Gatekeeping of news



The News Today

- Two-way communication with readers
- Many, many platforms
- Many, many places to publish
- Many, many publishers



News consumption has changed.

**How we distribute and package news must
change, too.**

Traditional Newsgathering

- **One-way communication.** The audience are merely consumers.
- **No user feedback.** Products are created with one-way communication in mind.
- **Single product focused.** the physical newspaper is primary, anything else is secondary.

Innovative Newsgathering

- **Two-way communication.** The audience is involved in the news gathering process.
- **Product thinking.** Products are created for the users, with dedication to user research and product feedback loops.
- **Meeting the audience where they are.** News exists in many different ways on many different platforms.

Which newsroom are you?

Traditional Newsgathering → Innovative Newsgathering

Product Thinking

Product Thinking

Aligning all of parts of the organization, including editorial, technology and business together to produce more strategic outcomes.

Strategic Outcomes

- ❑ How is the journalism we're producing really serving our audience?
- ❑ How is our membership program aligned with our business objectives
- ❑ How are we maximizing our technology stack?

With one caveat.

As journalists, it's important to remember that we draw a firm line between business outcomes and editorial independence. It's important that the journalism we produce is not influenced by advertisers or people in power. But that doesn't mean that we can't be concerned with the sustainability of our industry.

**As journalists, our foremost
responsibility is to inform and
empower our readers.**

We want to create products that are valuable for readers enough that they are willing to pay for them or can be sustained by advertisements that see the value of the work.

What is a product?

At its most basic level, a product is a service or an item that services a need or want to your target audience or customer.



Products are also services.

Uber

GRUBHUB

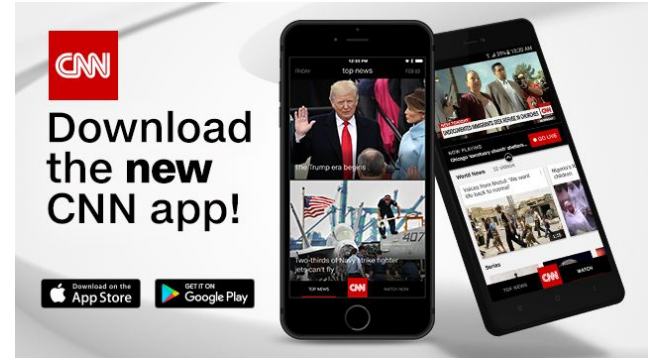
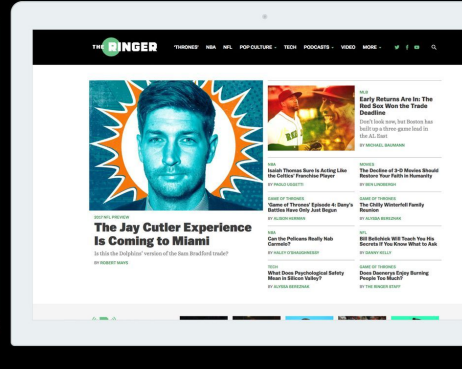
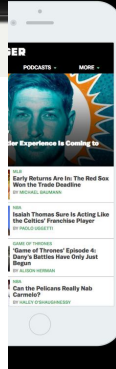
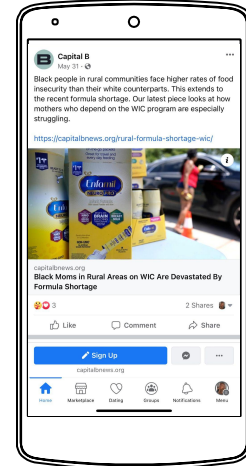
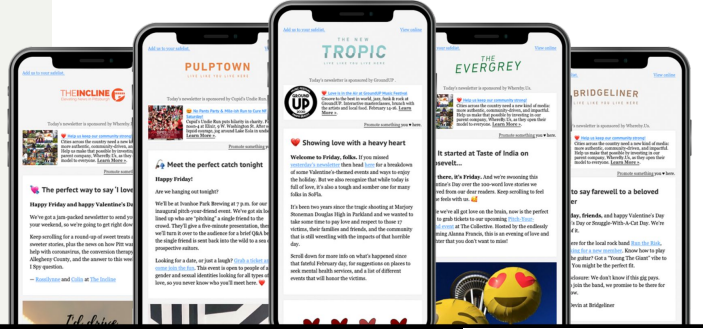
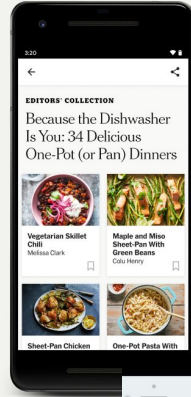
The Rover logo features a green paw print icon to the left of the word "Rover" in a green, rounded, sans-serif font.

**At the heart of a product is a solution.
Products fulfill a need or a want that
consumers have.**

What does product look like in journalism?



The New York Times
Cooking



The key to creating great products

- ❏ Research of the product
- ❏ Development
- ❏ Collaboration

We want products that are valuable for readers enough that they are willing to pay for them or can be sustained by advertisements that see the value of the work.

State of Social Media

Half the world

More than half the world's population uses
social media

4.62 billion

People around the world that use social media

2h 27m

Average daily time spent using social media

What do these numbers mean?

As journalists, we need to meet readers where they are. Often, that's social media.

What is audience engagement?

- Making people aware of your work
- Growing and keeping their attention by serving them content and products they find relevant and interesting
- Encouraging their active involvement in supporting your work

A person with dark skin, wearing a white shirt, is holding a white smartphone with both hands. The phone's screen is dark. The background is a dark, textured surface. The text "Assembling a strong audience team" is overlaid in white, bold, sans-serif font.

Assembling a strong audience team

Some best practices

Staffing your audience team

- Social media management requires a diverse set of skills and roles, from content creation to community management, analytics, and advertising.
- By having a dedicated team to manage these roles, news publishers can effectively engage with their audience on social media platforms and build a strong social media presence.

Roles could include

- **Social Media Editor:** A social media editor is responsible for managing the overall social media strategy of the newsroom. This role involves creating and executing social media campaigns, coordinating with other departments, and overseeing the work of other social media staff members.
- **Content Creator:** A content creator in a newsroom is responsible for creating engaging and informative content for social media platforms. This can include writing headlines and captions, producing videos and multimedia content, and creating graphics and other visual content.
- **Community Manager:** A community manager in a newsroom is responsible for monitoring and engaging with the audience on social media platforms. This role includes responding to comments, moderating discussions, and addressing customer service issues.

Roles could include

- **Data Analyst:** A data analyst in a newsroom is responsible for tracking and analyzing social media data to inform strategy and decision-making. This includes monitoring engagement rates, reach, sentiment, and demographics, as well as conducting A/B testing and monitoring social media trends.
- **Audience Development Manager:** An audience development manager in a newsroom is responsible for growing the audience and increasing engagement on social media platforms. This role involves identifying and targeting the right audience, creating and executing social media campaigns, and optimizing content for maximum engagement.

Companies with a dedicated social media team have 32% more engagement per post than those without.

Audience work doesn't stop at the audience team

By having staff members who are proficient in social media platforms, analytics tools, content creation, and audience skills, newsrooms can create and execute effective social media strategies that resonate with the audience.

Collaboration

Coordinated Content Strategy: Collaboration between social media staff and reporters and editors can lead to a coordinated content strategy across all platforms. By working together, social media staff and reporters and editors can ensure that the content they produce is consistent and aligned with the brand's messaging and goals.

Cross-Promotion of Content: Collaboration between social media staff and reporters and editors can also lead to cross-promotion of content across different platforms. Social media staff can promote the newsroom's content on social media platforms, while reporters and editors can promote social media content in their articles and reporting.

Collaboration

Increased Engagement: By working together to create and promote content, news publishers can effectively engage with their audience on social media platforms and build a sense of community around their brand.

Valuable Feedback: Reporters and editors can provide insights into what resonates with their audience, while social media staff can provide data and analytics on social media performance.

Investing in technology

Analytics Tools: Crucial for tracking and analyzing social media data to inform strategy and decision-making. Investing in analytics tools can provide news publishers with valuable insights into their audience's behavior and preferences, allowing them to optimize their social media campaigns for maximum engagement.

- Google Analytics, Parse.ly, Chartbeat

Scheduling Software: By investing in scheduling software, news publishers can ensure that their social media content is posted at the optimal time for maximum engagement, and that their social media campaigns are executed efficiently and effectively.

- Sprout Social, Buffer, Social Flow

Investing in technology

Content Creation Platforms: By investing in content creation platforms, news publishers can create engaging and informative content that resonates with their audience and promotes their brand's messaging and goals.

- Photoshop, Canva, Figma

What about the price?

Investing in technology to support social media roles can also be cost-effective in the long run. By using analytics tools, scheduling software, and content creation platforms, news publishers can streamline their social media processes and reduce the time and resources required to execute effective social media campaigns.

A person is shown from the chest up, holding a white smartphone with both hands. They are wearing a light-colored, short-sleeved button-down shirt. The background is dark and out of focus. The text "Growing your Audience Using Social Media" is overlaid in the center in a large, white, sans-serif font.

Growing your Audience Using Social Media

The first step to audience engagement is Identifying your audience

Questions to ask yourself:

- When you find a story to tell, who do you envision telling it to? Be specific.
- Where would you find these people?
- Do they know who you are?
- If they're not already following your journalism, why not?
- Why would they be interested in you doing this story? How is your take more relevant to them than someone else's?
- What work are you willing to put in to keep this audience engaged? Is it a good use of your time?

Audience Trends

- Social media usage is growing rapidly, with billions of people using platforms like Facebook, Instagram, and TikTok every day
- Different platforms have different demographics and usage patterns, with younger generations gravitating towards newer platforms like Snapchat and TikTok
- Social media usage is increasingly mobile-first, with more people accessing social media through their smartphones than through desktop computers

A person is shown from the side, holding a smartphone. The background is a blurred outdoor setting with a laptop and some foliage. Overlaid on the image are various social media icons and notification bubbles. There are blue speech bubbles with icons and numbers: a star with '17', a heart with '17', an envelope with '23', a person icon with '15', and a bell with '35'. There are also several yellow emoji icons: a surprised face, a laughing face with tears, a heart-eyes face, a smiling face with sunglasses, and a thumbs-up icon. The word 'Facebook' is written in large white letters across the center of the image.

Facebook

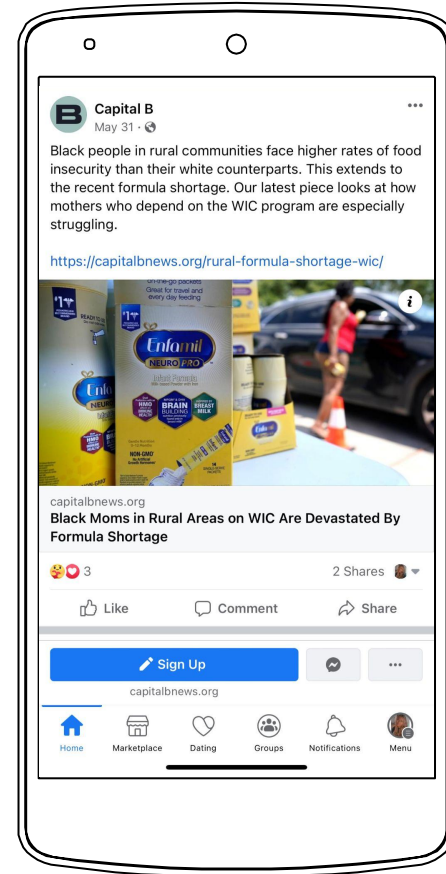
Facebook

- 1.59 billion daily active users on Facebook on average for June 2019
- 2.41 billion monthly active users on Facebook as of June 30, 2019
- For many publishers, it's also the highest social traffic provider

Facebook features

Link Posts: An opportunity to link out to stories on your website.

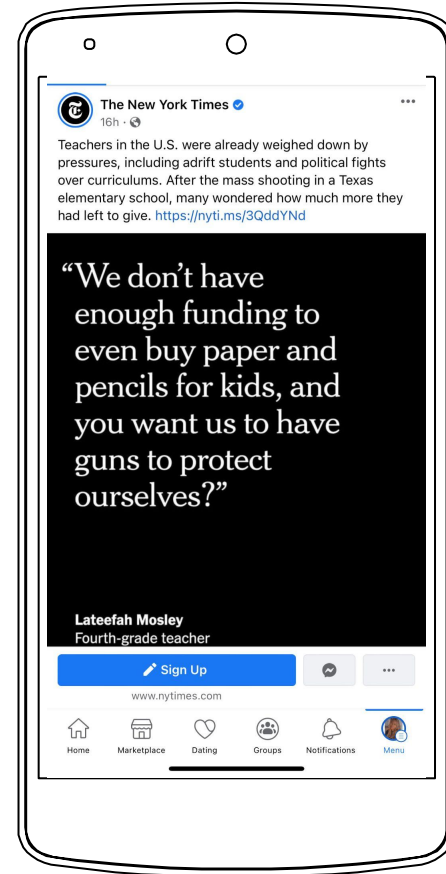
Avoid posting the same links within a 1-2 day span,
Facebook may mark as spam



Facebook features

Image Posts: An opportunity to link out to stories on your website while also providing a visual aid.

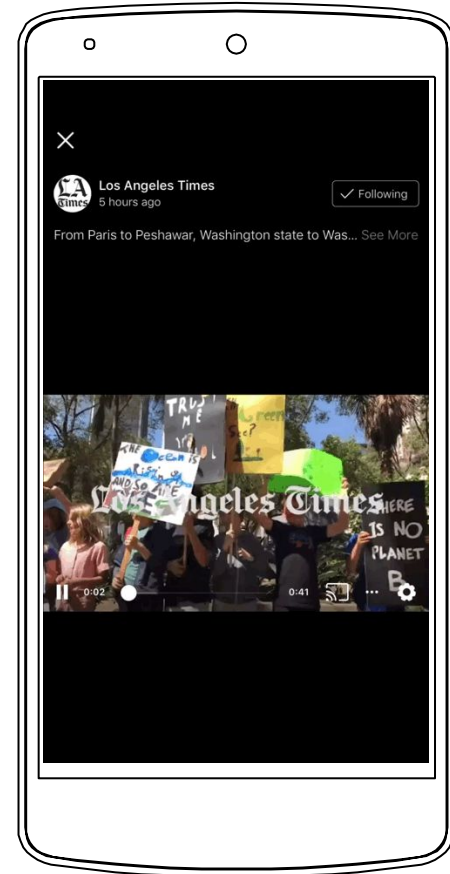
These posts are often crucial to growing an audience, as they tend to be “shared” more, exposing new readers to your posts.



Facebook features

Video Posts: A great way to engage your readers

- 71% of people have increased their online video viewing in the last year



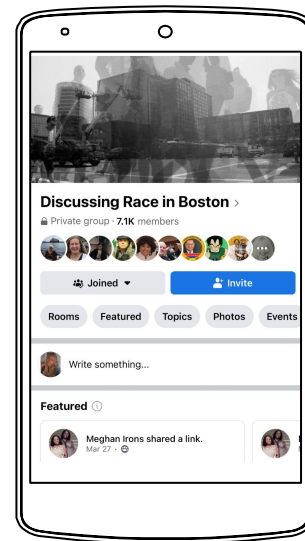
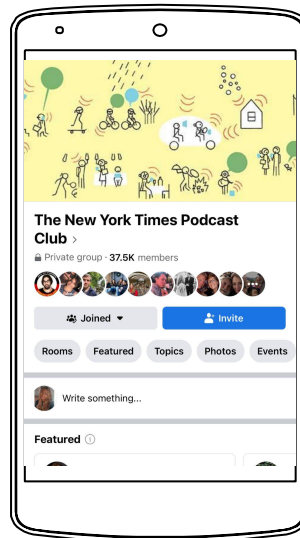
Facebook features

Facebook Stories: Similar to Instagram or Snapchat stories, it's another way to deliver news to your audience on the platform.



Facebook features

Facebook Groups: A way to create community on Facebook.



Facebook's Challenges

- Facebook's popularity has declined in recent years, especially among younger demographics
- With the decline in Facebook's popularity, news publishers may experience reduced reach and engagement on the platform. This can make it more difficult to attract and retain audiences, and may require news publishers to focus on other social media platforms to reach their target audience.

New Opportunities

- **New audiences:** By diversifying your social media strategy, news publishers may be able to tap into new demographics and expand their reach.
- **Experimentation:** An opportunity to experiment with new social media platforms and content formats.
- **Community building:** The focus shifts to building your own communities on your websites and other social media platforms. This can create a more loyal and engaged audience that is invested in your content and brand.

A close-up, slightly blurred photograph of a smartphone screen displaying the Twitter app. The screen shows the Twitter profile header for '@Twitter' with the bird logo and a large white hashtag symbol in the background. Below the header, the text 'What's happening?' is visible, followed by a tweet from '@ Everywhere' mentioning 'Twitter 24 hours'. The phone is resting on a dark, textured surface, and a portion of a laptop keyboard is visible in the upper left background.

Twitter

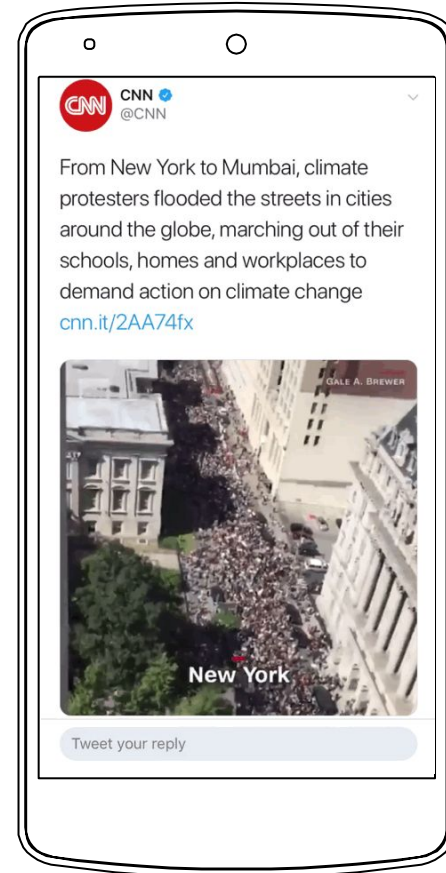
Twitter

- 500 million tweets are sent each day (That's 5,787 tweets every second)
- 326 million people use Twitter every month
- It's the best platform to share news quickly and provide updates

Twitter features

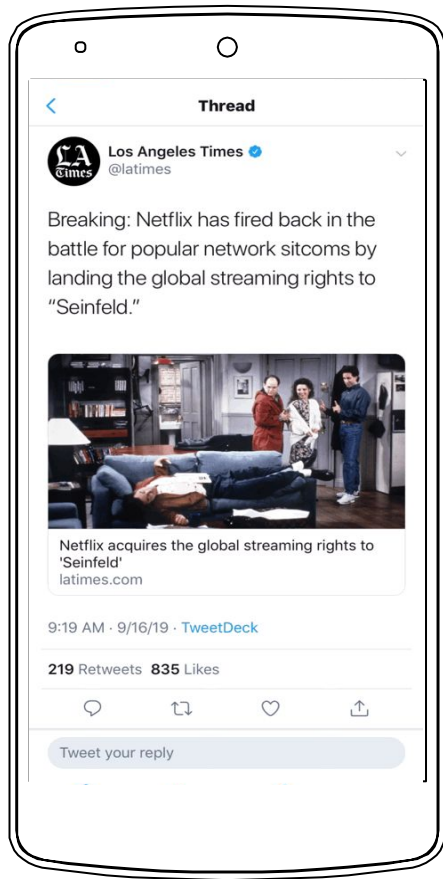
Video Posts: A great way to engage your readers.

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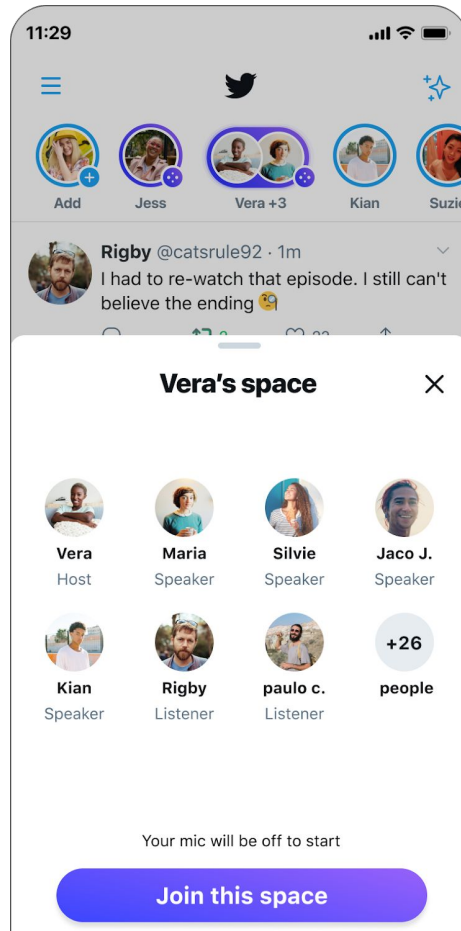
Twitter features

Threads: Keep users updated during breaking news events or provide context to a story



Twitter features

Spaces: A way to have live audio conversations on Twitter. Anyone can join a space on iOS, Android or web and Spaces can also be downloaded.



Twitter features

Spaces: The best Twitter Spaces are relaxed Spaces

- Lightly prepare guests
- Create “run of show document”
- Discuss questions & audience participation
- Have a strong moderator
- “Ground the conversation every 10-15 minutes”
- Aim for about 30 minutes to 45 minutes per space
- Schedule the Space on Twitter 3-5 days ahead of time. Users can “add to calendar” and the Spaces link can be shared



Vignesh Ramachandran
@VigneshR

You know those forwards making rounds on your family WhatsApp group?

PBS @NewsHour's @SaherMKhan and @jailongo of the Disinfo Defense League will discuss misinformation on private messaging apps in diaspora communities.

TODAY on @TwitterSpaces at 8p ET:
twitter.com/i/spaces/1RDGI...

Misinformation on private messaging apps

A Twitter Spaces conversation featuring:

-  Saher Khan
PBS NewsHour
-  Jaime Longoria
Disinfo Defense League

redwhiteandbrown

Repurposing Spaces

Spaces can live on after a conversation

- Transcript into articles
- Podcast/audio clips



Business

Jack Dorsey's Complicated Twitter Legacy

His departure as the social media company's CEO and the choice of successor may signal a fresh push into cryptocurrency and blockchain technology.

Bloomberg Opinion provides commentary on business, economics, politics, technology and markets.

[Read more opinion](#)

COMMENTS

4

[LISTEN TO ARTICLE](#)

6:48

SHARE THIS ARTICLE

[f](#) Share

[t](#) Tweet

[in](#) Post

[✉](#) Email

As influential as Twitter has been in our society, it could have been an even bigger business if Chief Executive Officer Jack Dorsey had figured out how to capitalize on short video – a format that went on to make TikTok a social media sensation. Bloomberg Opinion senior columnist Tim O'Brien was joined by Kurt Wagner, who covers Twitter Inc. for Bloomberg News, for a wide-ranging discussion on Twitter Spaces about Dorsey's legacy after he abruptly resigned this week as CEO of the platform. In the transcript below, lightly edited for length and clarity, Opinion technology columnist Tae Kim leads a conversation that includes how Dorsey's dual role as CEO of both Twitter and Square Inc., and his obsession with cryptocurrency, might have influenced his decision.

Tae Kim: What did you first think when you heard Dorsey was stepping down?"

Tim O'Brien: I felt this was long overdue. If you're the CEO of two companies, you're not really the CEO of any company. I've always wondered

What's in a hashtag?

On Twitter, adding a “#” to the beginning of an unbroken word or phrase creates a hashtag. When you use a hashtag in a Tweet, it becomes linked to all of the other Tweets that include it.

Including a hashtag gives your Tweet context and allows people to easily follow topics that they're interested in.

What's in a hashtag?

Focus on higher-level hashtags when including them in posts. They are best used around tentpole events such as award shows, television and music or specific locations.

- For example, a #Celtics hashtag is much better than a #basketball hashtag during a basketball game.
- A #BedStuy hashtag is much better than a #NYC or #NewYorkCity hashta.

Verification?

- Verification will become paid
- Organizational verification starts at \$1,000 per month
- Credibility?
- Visibility?

Messaging

The rise of private messaging and closed groups

Private messaging and closed groups are becoming more popular on social media, with platforms like WhatsApp and Facebook Messenger seeing significant growth

According to Hootsuite, the number of people using private messaging apps will reached 2.4 billion in 2021

The New York Times Launches Telegram Channel

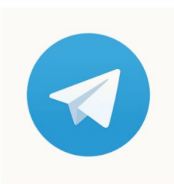
The New York Times is now available on messaging platform Telegram, delivering essential reporting on the Russia-Ukraine war.

Access to impartial, independent news about the Russia-Ukraine war is essential. That's why today we've launched a Telegram channel to meet readers where they are and ensure they can continue to access an accurate account of world events.

How do I access Telegram?
Download the Telegram app, or visit <https://telegram.org> to get started.

How do I follow The New York Times?
Search for @nytimes on Telegram, and hit "Follow" at the bottom of the screen. Or find us at: <https://t.me/nytimes>


What content will you be publishing?
We will be sharing coverage from the Russia-Ukraine war. For more information about the app, visit [Telegram](https://telegram.org).




2023 Texas Legislature Updates


State lawmakers are working at the Texas Capitol to pass a state budget and other laws. Their actions can affect Texans' everyday lives — from funding for public schools, property taxes, access to health care and to power during extreme weather events. But we know keeping up with bills and their progress in the Legislature isn't always easy, so we're here to help. We will text you about once a week with essential legislative updates, and you can text us your questions about the lawmaking process and the policy issues that matter to you.


We will also text you for urgent news like developments about the power grid, the COVID-19 pandemic and natural disasters.



MOBILE NUMBER

 (201) 555-0123


Continue 



We are planning to do a series of information diaries through text messaging in the weeks ahead.

Our goal for the first information diary is to understand how 18- to 35-year-old Mississippians (and even folks who were born here and left!) consume and share information about their lives.

Join our texting diary:

Phone Number 

Text STOP to quit receiving messages. Standard message rates apply.

If you are an 18- to 35-year-old interested in helping Mississippi Today better serve your information needs, we would love for you to participate. You'll help us better serve you — and if you are selected — you'll also be working alongside us to help make Mississippi a better place for all.

Instagram



4.9 ★★★★★

22.7K Ratings

No1

Photo & Video

12+

Age

What's New

Version 92.1

Version Hist

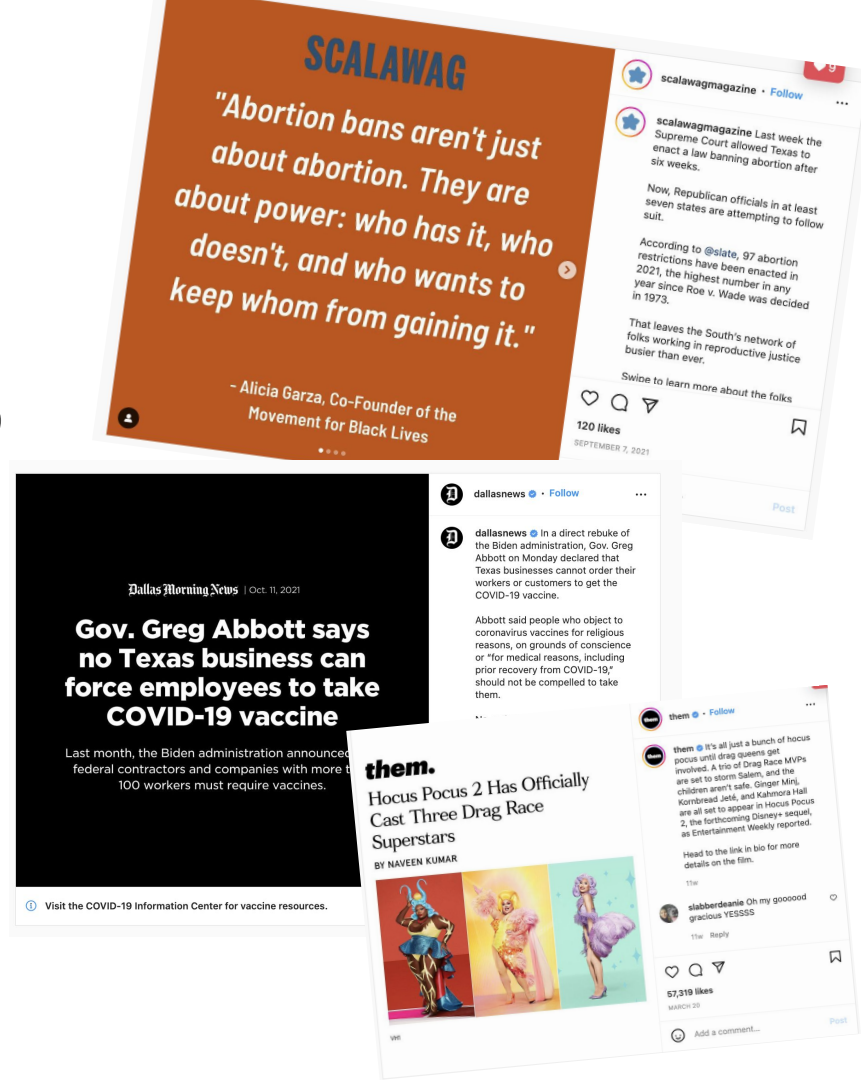
Instagram

- Ideal platform for newsrooms to reach younger, more diverse audiences.
- According to a 2021 Pew Research Center study, 76% of people ages 18 to 24 reported using the app.
- In addition, the app is more widely used by Black and Latino audiences, with “half of Hispanic (52%) and Black Americans (49%) saying they use the platform, compared with smaller shares of White Americans (35%) who say the same.”

Instagram features

Sharing Original Content: One of the most important uses for Instagram is to share your news publication's articles.

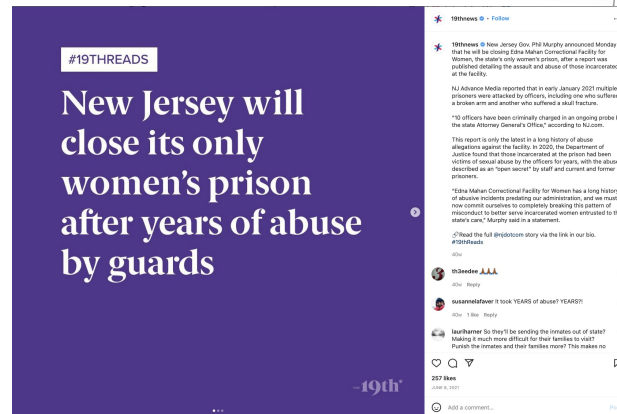
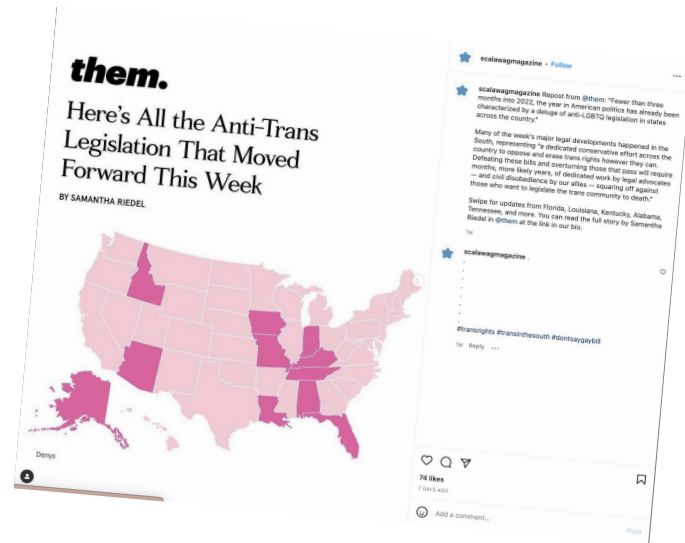
This can be done using a variety of Instagram templates that highlight important bits of the article, pull out relevant quotes or share photos and videos from stories.



Instagram features

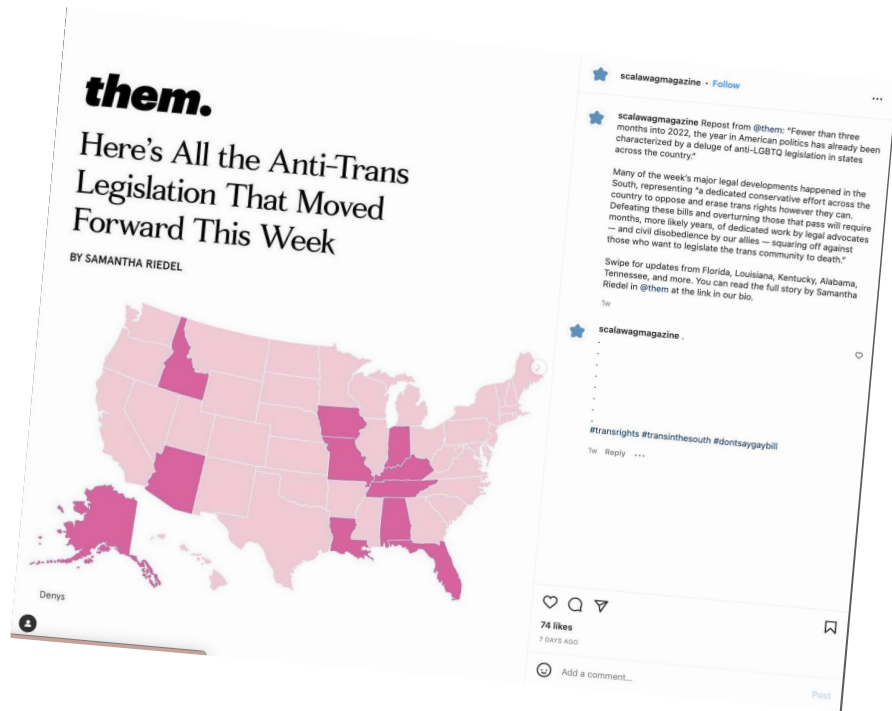
Curate Content: Oftentimes there are stories or information that may be relevant to your users, but your organization did not write a story about it.

Instagram can be used as a way to curate content for other reputable sources.



Instagram features

Curate Content: In this example from Scalawag, content from “them.” was reposted on Instagram in a new post. In addition, you can also use one of your personal templates and make sure to credit the original organization that posted the information.



Instagram features

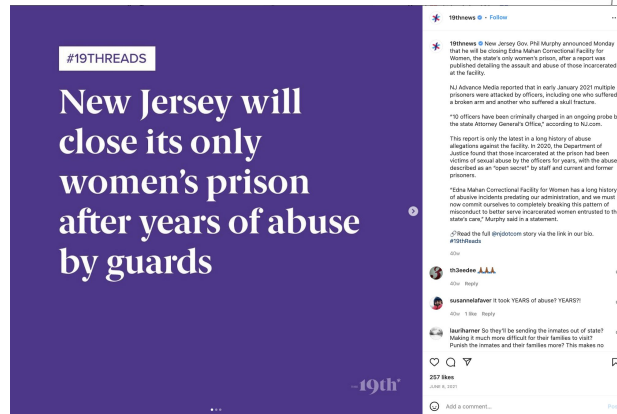
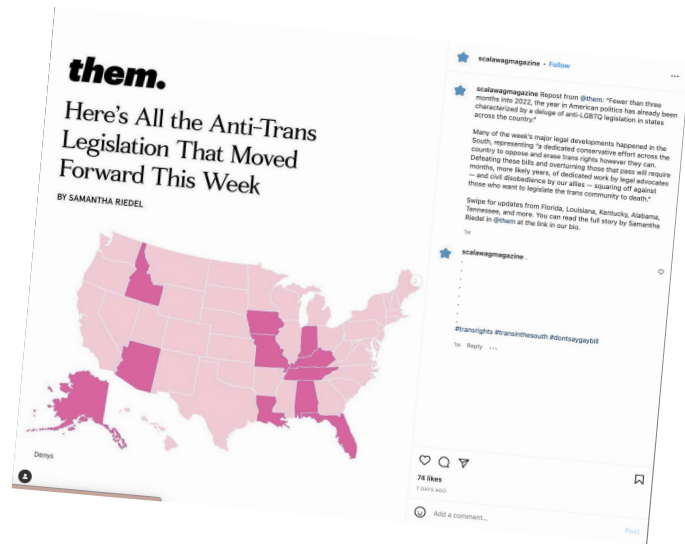
Curate Content: In addition, here is an example of a post from the 19th* that is curated content. The organization uses the hashtag #19thReads to signal curated content and shares it on the feed and attributes the original organization in the caption.



Instagram features

Curate Content: Oftentimes there are stories or information that may be relevant to your users, but your organization did not write a story about it.

Instagram can be used as a way to curate content for other reputable sources.

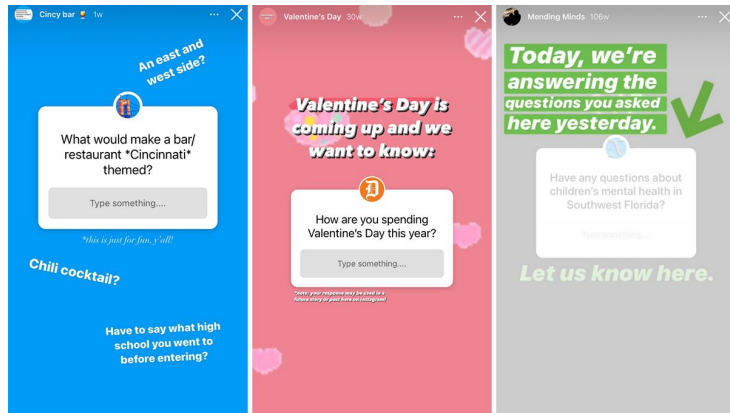


Instagram features

Listening and Sourcing Interviews:

Instagram can be a great tool to establish two-way communication with your readers.

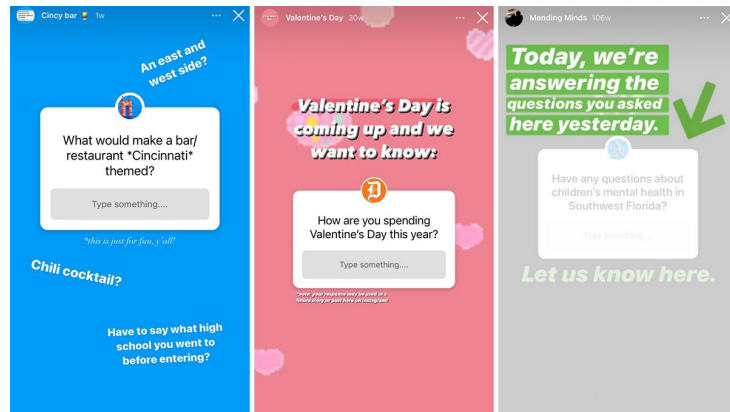
By engaging with your readers online, you have a chance to highlight those in your community and use their responses for potential stories that are relevant to your community.



Instagram features

Sourcing Interviews: Instagram can be used to source real people to talk to for interviews or editorial feedback.

With the Instagram “Question” sticker, publishers can ask questions about coverage, product offerings and other feedback items and follow up with users via direct message.



Short Form Video

Short-term Video

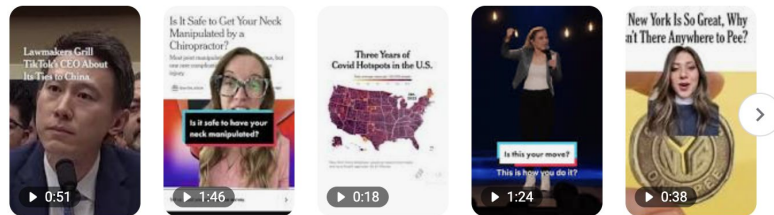
- YouTube Shorts and TikTok
- Allow users to create and share short videos, usually no longer than 60 seconds. Designed for quick, snappy content that can be easily consumed on-the-go and shared with others
- Typically feature user-generated content, as well as content from brands, influencers, and celebrities
- Short-term video platforms have become increasingly popular in recent years, particularly among younger audiences, and are considered to be a new and innovative way for brands and individuals to engage with their audience and build a following on social media

Features and Benefits

- **Increased Engagement:** Designed for quick, snappy content that can be easily consumed on-the-go. News publishers who create content for these platforms can potentially reach a wider audience and increase engagement with their existing audience.
- **Reach Younger Audiences:** TikTok and YouTube Shorts have a large user base of younger people, particularly those in the 13-24 age range. News publishers who create content for these platforms can potentially reach and engage with a younger demographic that may not consume traditional news media.
- **Diversify Content Strategy:** Incorporating short-term video platforms into a news publisher's content strategy can help diversify their content and reach new audiences. By creating different types of content for different platforms, news publishers can potentially increase engagement and drive traffic to their website.

tiktok.com
<https://www.tiktok.com> › Discover

nytimes | TikTok Search



Discover videos related to **nytimes** on **TikTok**. ... Shou Chew, the chief executive of **TikTok**, which is owned by the Chinese internet giant ByteDance, ...

Questions?

Email me: adriana@adrianalacyconsulting.com

Website: adrianalacyconsulting.com

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