SECONDLOOK

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This week, take a second look at...

Using Social Media to Promote Your News Media Organization - White Paper



Using Social Media to Promote Your News Media Organization

Social media has transformed the way brands promote themselves. Capturing over 30 percent of the world's population, social media vehicles provide unprecedented access. Where once brands could stand on promotion through traditional media (print, outdoor, radio, television), the last decade has forced them to review promotional plans to include social media and other digital.

This disruption holds as true for tage setal hourids as it does for every media organizations themselves, as they lost to recover the right on a mader's dash for White the concurrence cover for rever has not dimensithed, the delivery of that rever has shifted - moving from the paperboy or the steeks to come how, and move, through user's darky feed in a multifluid of formats. With 30 percent or more of a new media company's deglat fatth originating from the largest social model pattern. Feedbook, this provem receivant for these compress to embraces appress to consciously.

In a recent International News Madia Association report, "The Facebook-Media Relationship Status," author Grappur Petchota writes, "Meny publishers view doing business with Facebook as a cort of Facebook discretization discretizati

In a world where social media companies control the delivery of news through a black box algorithm, how can news media companies turn social media from a potential threat to a potential.

UNDERSTANDING SOCIAL MEDI/

- Social media can be equal parts findamics and escapance, a better undestanding of the environment can: the scales in favor of assistance for news media companies.

 A clicade ago, the development of accial media technology (generally referenced as Web 2.0) enabled the general users to start communicating in a new way. This new communication method was dependent upon the intercompanies of manifest with profit market changes and the profit of the profit of the intercompanies of market social media changes and the profit of the
- general users to start communicating in a new way. This new communication method was dependent upon the interconnectivity of pegie through social media channels and advocated the following: - The production of user generated content (IECC). As users were presented with an easy, fast, way to share their own thoughts, photos and other content, they took to the process with giee. For example,
- The sharing of content. An important part of the social media space for news media organizations is the satility for seems to these content and propagate it through their online connections. With traditional media, a story going viral would be difficult beyond would of mouth, but through social media platforms, requires a simple click of a button.

resulted in social media becoming a prime to THE SOCIAL MEDIA PLAYERS

Social media is not a monolithic product. Similar to search, it is dominated by a few key players, but notuces many different contendent. When social media is viewed shough the lens of media in the United States, the scale of importance shifts to one of the following platforms: Social media has transformed the way news media organizations promote themselves. Where once newspapers could rely on promotion through traditional media, the last decade has forced them to revise promotional plans to include social media and other digital elements to remain relevant.

This white paper will help you understand the essential components of social media, identify the key players in social media, and educate you on how to build the perfect post.

Download here.



For more tips like this, call the Sales & Marketing Hotline at (717) 703-3041 or contact Jane Hungarter at **JaneH@pa-news.org**.