



Audience-Focused Journalism



Finding, listening and engaging
with your audience on social

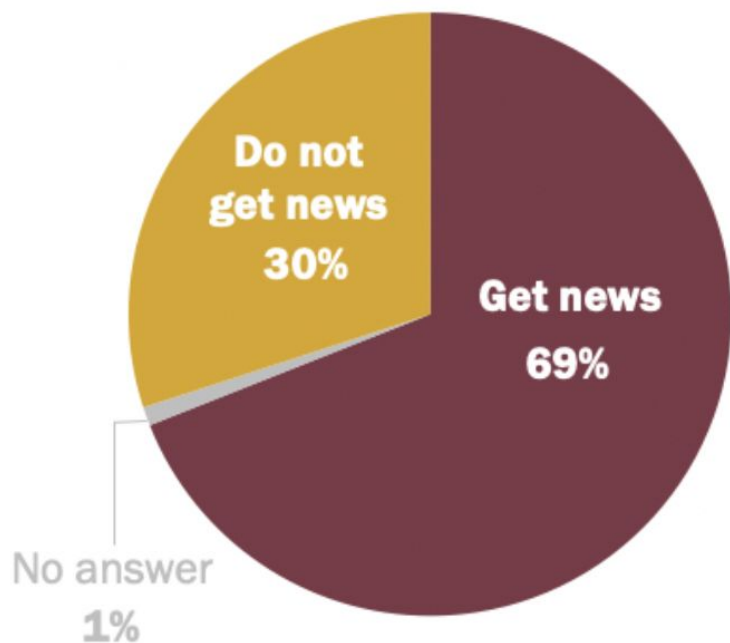


Finding

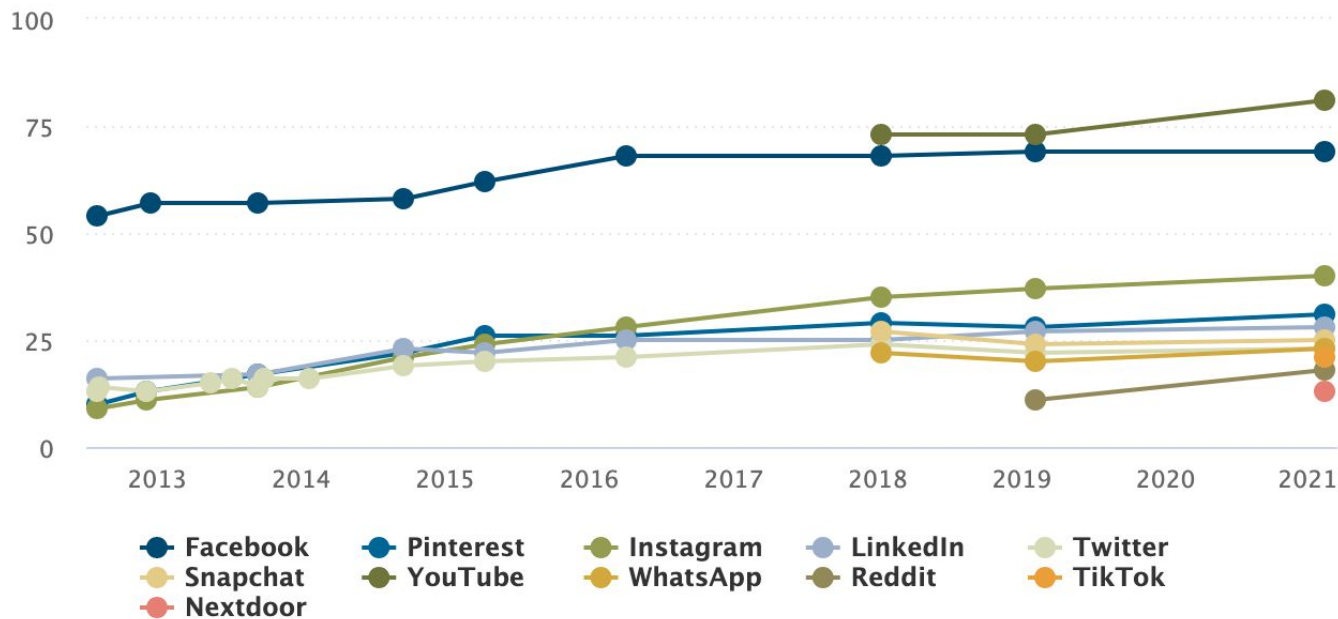


About seven-in-ten Twitter users get news on the site ...

% of U.S. adult Twitter users who ____ on Twitter



% of U.S. adults who say they ever use ...

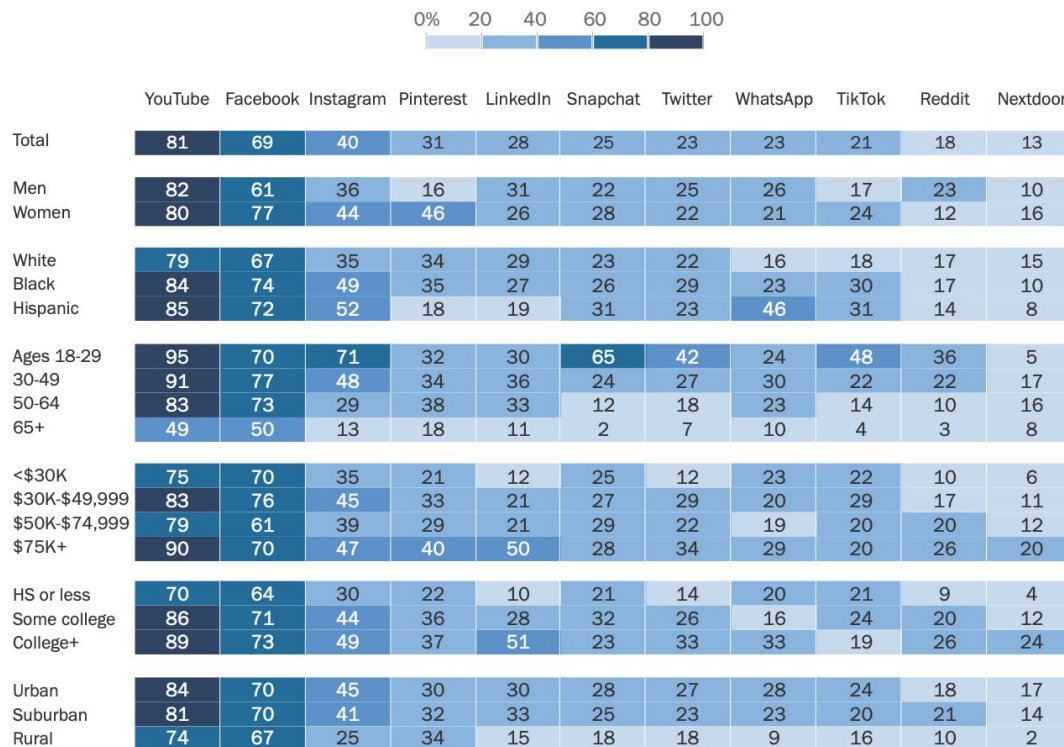


23%

of U.S. adults use Twitter.

Use of online platforms, apps varies – sometimes widely – by demographic group

% of U.S. adults in each demographic group who say they ever use ...



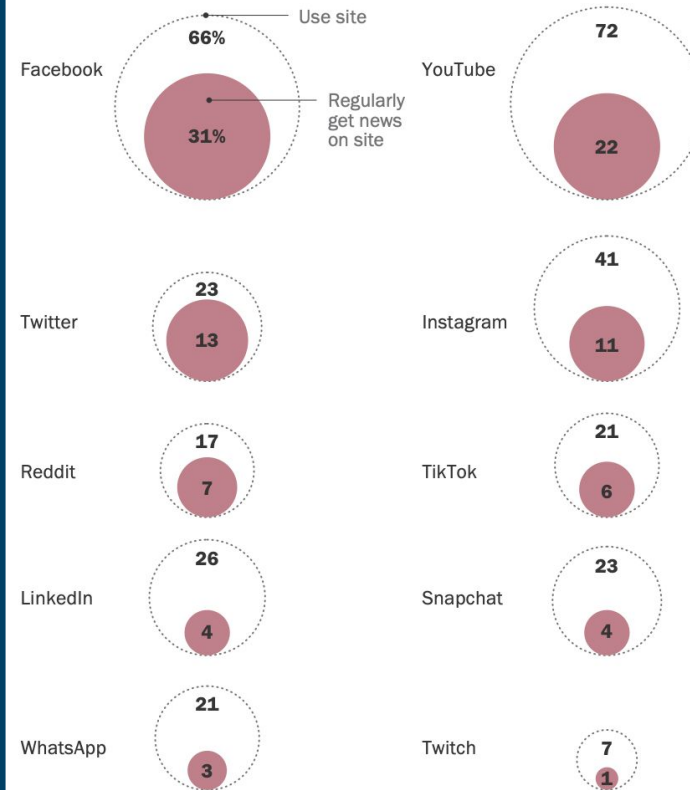
Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say they use Facebook). Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

Nearly a third of Americans regularly get news on Facebook

% of U.S. adults who ...



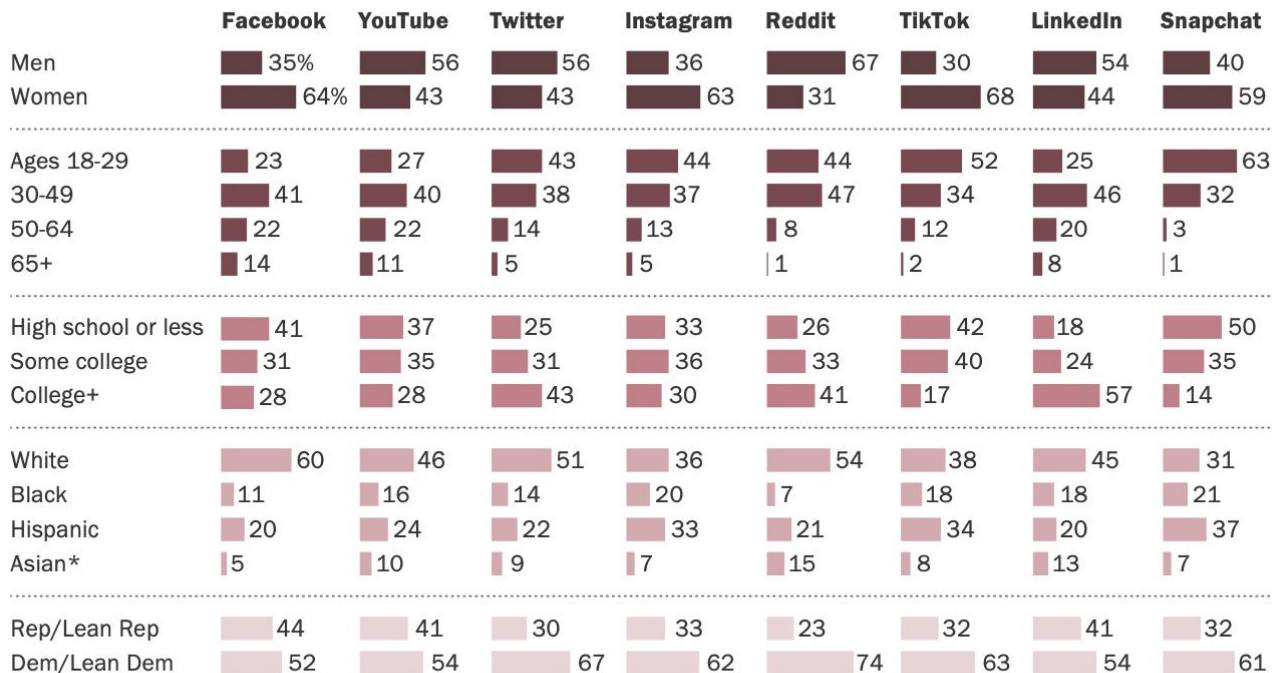
Source: Survey of U.S. adults conducted July 26-Aug. 8, 2021.
"News Consumption Across Social Media in 2021"

PEW RESEARCH CENTER

Screenshot

Demographic profiles and party identification of regular social media news consumers in the U.S.

% of each social media site's **regular** news consumers who are ...



*Asian adults were interviewed in English only.

Note: Twitch and WhatsApp not shown due to small sample size. White, Black and Asian adults include those who report being only one race and are not Hispanic; Hispanics are of any race.

Source: Survey of U.S. adults conducted July 26-Aug. 8, 2021.

"News Consumption Across Social Media in 2021"

Listening





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Our straight-up audience engagement editors are like trainers for sections. They do promotional work and ... not story editing but story coaching, like, “Oh, this angle is the strongest for this platform, so let’s highlight that” or “You know what I’ve seen on social? People are asking this question, we should put that as the headline.” The whole point is teaching other people, here’s how your audience reacting to what you’re talking about, here’s what they want to know. Think about that. Serve them. Audience is really just the practice, in whatever form it takes, of trying to connect with readers, viewers, and listeners.



Explore what the world is searching

Enter a search term or a topic





Teddy Amenabar  @... 25 Mar 2020

We've been asking readers to share stories of people helping others during this period of self-isolation.

Here's a story from Little Rock:
[washingtonpost.com/lifestyle/2020...](https://www.washingtonpost.com/lifestyle/2020...)

💬 1 ↻ 3 ❤️ 11 ⋮



Teddy Amenabar 

@TeddyAmen

This story happened because someone wrote to the form below and I made a few calls.

hosted-
washpost.submissionplatform.com/sub/hosted/5e6...

**Subm
Platfo**

How are people helping others
in your community during t...

hosted-washpost.submissionpl...

8:17am · 25 Mar 2020 · Twitter for iPhone



Narda L. Pérez Retweeted



Nataly Keomoungkhoun  @natalykeo · Sep 17



Today an FDA panel will discuss the case for COVID-19 booster shots. If you do or don't plan to get a booster when they're available — or if you've already received one — fill out this form: forms.gle/3gq7R2Z9DjknDu... I'd like to know your thoughts for a [@dallasnews](https://twitter.com/dallasnews) story.

COVID-19 booster shots

Dallas Morning News is asking D-FW residents if they would get a COVID-19 booster if they are widely available. Based on your answers, a reporter may contact you for a story.

required

name (first and last) *

answer

email *

answer

docs.google.com

COVID-19 booster shots

The Dallas Morning News is asking D-FW residents if they would get a COVID-19 booster shot once th...

💬 1

↻ 12

❤️ 13





Cory Andre ▶ **Baltimore City Voters**



June 27, 2017 · 🌐

Hey guys, you know that massive, terrifying fire at the Grenfell Tower in London? The fire that was exacerbated by shoddy cladding on the exterior?

It's in our backyard. This is bad.



This content isn't available right now

When this happens, it's usually because the owner only shared it with a small group of people, changed who can see it or it's been deleted.

😱👍😭 10

31 Comments

👍 Like

💬 Comment

➦ Share

BALTIMORE CITY

MARYLAND

After deadly London fire, Marriott reviewing material used on Harbor East hotel

By LUKE BROADWATER and SARAH GANTZ
THE BALTIMORE SUN | JUL 11, 2017

Marriott International and city officials say they are reviewing the cladding on the outside of the Baltimore Marriott Waterfront hotel — cladding its manufacturer says is made of the same material that accelerated a deadly London apartment building fire four weeks ago.

Engaging

Gen Z demands personality from journalists

— Julia Munslow

NiemanLab PREDICTIONS FOR
JOURNALISM 2022

Journalists who've found success with young audiences show their personality outside of the newsroom, revealing what it's like behind the scenes, and having fun while doing it. Gen Z will also ask to see more primary sources and more disclosure of the stock holdings and political affiliations of journalists. Pulling back the curtain can be a win-win: Our job is to shed light on the truth.

NiemanLab

PREDICTIONS FOR
JOURNALISM 2022

Short-form content is the foundation of a viewer's relationship with a journalist. One video is all it takes to start building trust with a viewer, who will recognize an engaging, personable journalist in future pieces of content. Even if that next post is outside of a viewer's usual interests, they'll be more likely to listen.

NiemanLab PREDICTIONS FOR
JOURNALISM 2022

To grow **audience**,
we must build
trust.

Explain our work

- What can we say — **before publication** — about what we're doing?
- What can we say about **what you're learning** in a community?
- Can we **tell a story** about how we're doing our work?

Ongoing social engagement

- Key **quotes**
- **Pictures** and **video** showing who we're speaking with
- **Pictures** and **video** showing other aspects of our work
- **Questions** we want the community's help answering



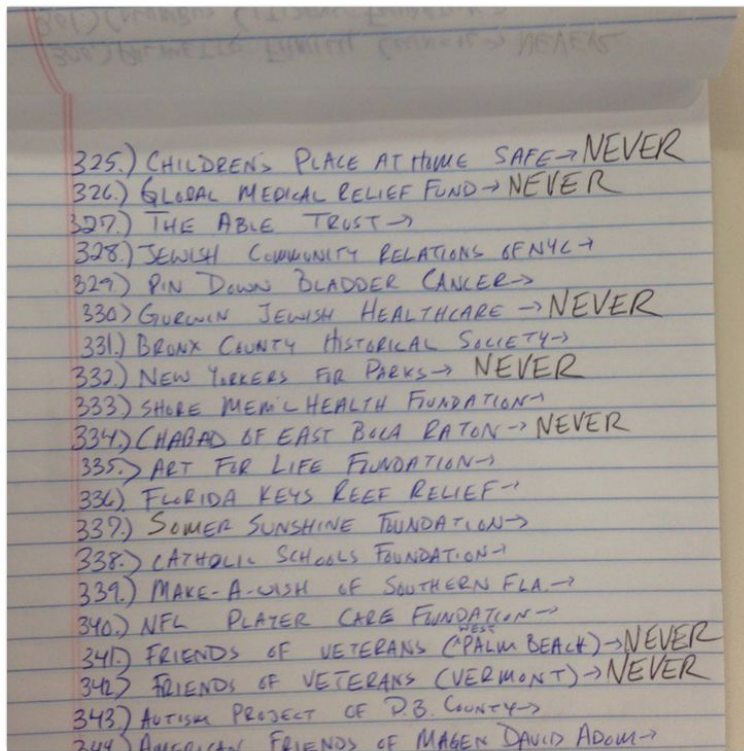
David Fahrenthold ✓

@Fahrenthold

Follow



UPDATE: I've now called 346 charities,
looking for proof that [@realDonaldTrump](#)
really does give millions of his own \$



Style

Washington Post's David Fahrenthold wins Pulitzer Prize for dogged reporting of Trump's philanthropy



David Fahrenthold reacts to the announcement that he won the Pulitzer Prize for National Reporting at The Washington Post. (Bonnie Jo Mount/Washington Post)

By **Paul Farhi**
April 10, 2017

Screenshot

In the process, Post editor [Martin Baron](#) said, Fahrenthold, 39, “reimagined” investigative reporting. Traditionally, Baron said, reporters have kept their work “secret and guarded” until they have developed enough information to publish. Fahrenthold instead shared his progress on stories via Twitter and openly asked readers for tips and information that guided his work. Baron noted that this process now has a name: [“the Fahrenthold method.”](#)

Since the advantages are clear, you might think that this more “open” style of investigation is common in journalism. But it isn’t. A major reason for that is a simple fear many reporters have: if you tell the world what you’re working on, someone might steal your story. Fahrenthold didn’t seem worried about that. No one stole his story.

Work with the algorithm

- Ask questions, encourage comments and **respond quickly**
- **Tag accounts** and consider using #hashtags*
 - On some platforms (Instagram) this is key to search.
 - On others (Twitter) it's pointless unless a #hashtag is trending.
- Post **native video**, not a link to your website
- Don't depend on linking, period. **Visual content** is needed.
- Post **consistently**.

Measure

“

Celebrate successes and analyze failure in a way that makes it a natural part of experimenting with metrics, rather than a statement about the experimenter's quality as a journalist.

”

crowdtangle

Printing Hate - How white-own

lynching.cnsmaryland.org

Apps Gmail My Drive SmartCommute GatherContent Evictions Proposed Copy

PRINTING HATE

PR

How v

racial terror in America

Screenshot

crowdtangle

FACEBOOK INTERACTIONS

Download

520 321 52 147

TOP REFERRALS

Facebook Twitter Reddit Instagram

TIMES POSTED TOTAL INTERACTIONS TOTAL FOLLOWERS

40 215 184,687

SOURCE (FOLLOWERS) DATE INTERACTIONS LINK

Kathy Best 1,116 Oct 18, 2021 100

Nieman Journalism Lab 69,921 Oct 21, 2021 20

Mano Amiga 3,132 Oct 18, 2021 19

Philip Merrill College of Journalism - University of Maryland 3,073 Oct 18, 2021 12

Learn analytics with free online courses

Analytics Academy helps you learn about Google's measurement tools so that you can grow your business through intelligent data collection and analysis.

Analytics Academy Courses



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Learn the basic features of Google Analytics including how to create an account, implement tracking code, analyze basic reports, and set up goals and campaign tracking.



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After you're familiar with the range of features Analytics offers, learn and practice actionable analyses to track business performance and identify areas for business improvement.



Getting Started With Google Analytics 360

Learn about powerful Google Analytics 360 features that are not available in the standard product, and gain insight into how you can benefit from integrations with BigQuery, Google Marketing Platform products, and Google Ad Manager.

