ENG 208 - INTRO. TO DIGITAL JOURNALISM

- "BUILDING A DIGITAL AUDIENCE FOR NEWS" JOURNALISM NEXT CH.
- METRICS / ANALYTICS
- HEADLINES
- SEARCH ENGINE OPTIMIZATION

NEWSROOMS THEN

- CONTENT IS DELIVERED IN NEWSPAPER / MAGAZINE ISSUES
- NO IDEA ON WHAT READERS ARE READING
- ALL OR NOTHING
- METRICS ?
  - # OF SUBSCRIPTIONS
  - # OF CLASSIFIED ADS ($)
  - LETTERS TO THE EDITOR (PHONE CALLS)
- EDITORS DECIDE WHAT READERS WANT

NEWSROOMS NOW

- CONTENT IS BY SINGLE POST / ARTICLE
- EVERY ARTICLE CAN BE TRACKED
- MOST POPULAR MOST VIEWED
- METRICS DRIVE CONTENT (& BUSINESS DECISIONS)
- JOURNALISTS MUST CARE ABOUT READERS

NEWSROOMS THEN

- FIREWALL BETWEEN BUSINESS/ADVERTISING SIDE VS. EDITORIAL SIDE

- ONCE A STORY WAS WRITTEN, COPY EDITED, TYPESET/LAYOUT & PRINTED IT WAS FINISHED.

NEWSROOMS NOW

- EDITORS HAVE TO BE AWARE OF THE BUSINESS SIDE (& METRICS
- ADVERTORIAL(?)
  ROI = RETURN ON INVESTMENT
- ONLINE STORIES CAN CHANGE/EVOLVE.
  NEW HEADLINES
  NEW CONTENT (UPDATES)
  LIFE ON SOCIAL MEDIA

* JOURNALISTS USE SOCIAL MEDIA TO PROMOTE STORIES & ENGAGE READERS

NEWSROOMS THEN

- NEWSPAPERS DIDN'T KNOW SO MUCH ABOUT THEIR READERS (DEMOGRAPHICS)

0 YES, OCCASIONAL READER SURVEYS

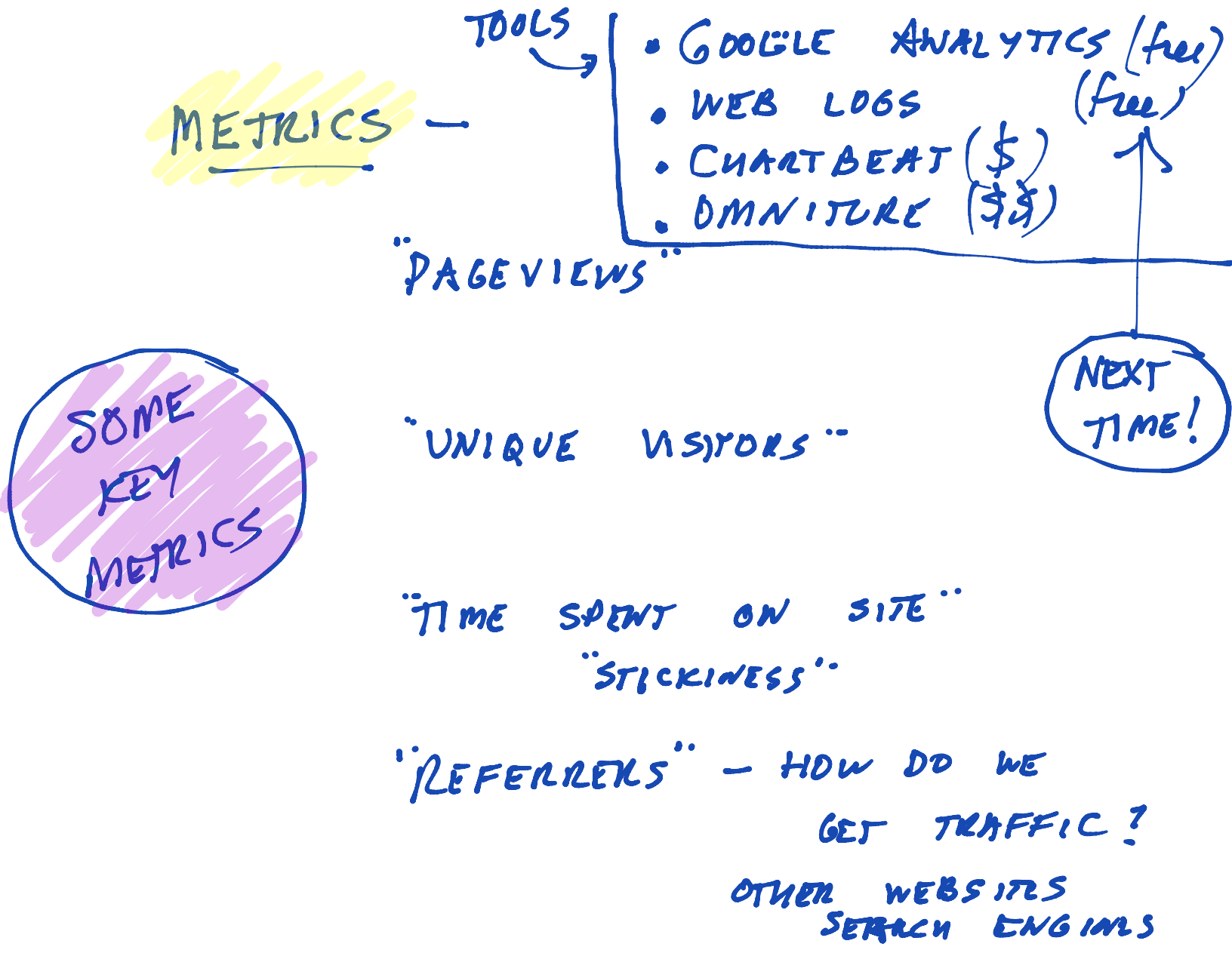
"MARKETING RESEARCH"

NEWSROOMS NOW

- ONLINE PUBS KNOW A LOT MORE ABOUT THEIR AUDIENCES

- CAN GET PERSONAL INFO./ DEMOGRAPHICS FROM FB/SOCIAL MEDIA (JUST LIKE FB/GOOGLE)

'INFOMEDIARIES'


METRICS —
TOOLS
• GOOGLE ANALYTICS (free)
• WEB LOGS (free)
• CHARTBEAT ($)
• OMNITURE ($$$)
"PAGEVIEWS"
NEXT TIME!
SOME KEY METRICS
"UNIQUE VISITORS"
"TIME SPENT ON SITE"
"STICKINESS"
"REFERRERS" — HOW DO WE GET TRAFFIC?
OTHER WEBSITES
SEARCH ENGINES

A NOTE ON HEADLINES

MORE THAN EVER....

- HEADLINES ARE VERY IMPORTANT TO GET USERS TO READ STORIES

80% READERS WILL SKIM A HEADLINE

20% WILL READ THE STORY

- CREATE HEADLINES THAT GRAB THE READER'S INTEREST

- AUTOMATED AI SOLUTIONS (EVEN THE TIMES USES THIS!)

SEARCH ENGINE OPTIMIZATION (SEO)

- CREATING CONTENT THAT GOOGLE'S SEARCH ENGINE LIKES (INCREASED SEARCH RANKINGS)

  * RULES FOR SEO (ALWAYS CHANGING)

  * IF YOU 'CHEAT' GOOGLE WILL PENALIZE YOUR SITE (AND THAT'S THE END OF YOUR SITE = DISAPPEARED!)

* NEXT TIME - SOME HINTS FOR SEO & WORDPRESS

SOME KEY TAKEAWAYS

- IN THE 21ST CENTURY, JOURNALISTS AREN'T JUST JOURNALISTS – YOU NEED TO KNOW SOME OF THE BUSINESS SIDE – YOU NEED TO USE METRICS / SOCIAL MEDIA.

- MORE THAN EVER, READERS DETERMINE CONTENT. JOURNALISTS USE SOCIAL MEDIA TO GET STORY IDEAS, FIND SOURCES & DEVELOP A COMMUNITY OF READERS (BLOGS). YES, THERE ARE EXAMPLES OF YOUNG BLOGS TAKING THEIR READERS WITH THEM TO A 'REAL' PUBLICATION. (A WAY TO BREAK THROUGH?)

- THERE'S EVEN A NEW KIND OF JOURNALISM WHERE JOURNALISTS WORK DIRECTLY WITH COMMUNITIES / READERS TO FIND / DEVELOP STORIES.

SOCIAL JOURNALISM

CGSJ NEW PROGRAM / JEFF JARVIS

- WHAT KIND OF STORY WOULD YOU LIKE TO SEE?
- HOW CAN JOURNALISTS HELP YOUR COMMUNITY?

* DOWNSIDES TO METRICS-DRIVEN JOURNALISM NEXT TIME!