

"The Press in the USA: Perspectives for a Changing Market"



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in the United States**

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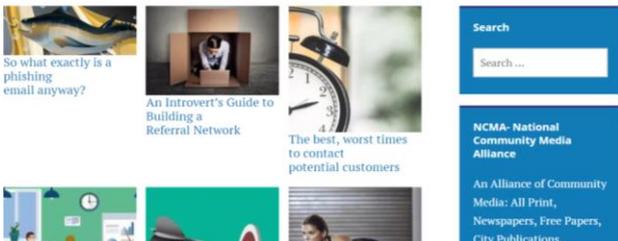
National Community Media Alliance

Website:

<https://www.ncmalliance.com/>

WordPress Blog:

<https://ncmagroup.com/>



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10 Ways Newspapers are Using Social Media to Save the Industry



These days, everyone knows that one of the hottest stories any newspaper can cover is that of its own demise.

The collapse of print advertising and the downturn in sales, at the news stand and through subscriptions, has led to a frantic search for new ways to monetize content that's often available online for free.

Social media gives any business an interactive channel to communicate with its current and future customers.

For newspapers, that channel can increase the chances of survival in a market where commoditized information has diminished the value of individual brands.

A photograph showing a stack of newspapers resting on the keyboard of a laptop. The newspapers are the primary focus, with their pages fanned out. The laptop keyboard is visible in the foreground and background, slightly out of focus. The text is overlaid on the newspapers.

**Here are ten ways newspapers
are using social media
to save the industry.**

1. Twitter headline feeds

With more than 280,000 followers, the New York Times' main Twitter feed dwarfs the Wall Street Journal (19,000+), the Washington Post (4,800+), and the Chicago Tribune (5,200+).

Many metropolitan and small-town dailies have followed suit, creating a Twitter handle as an extension of their brand, but the Times, like other large dailies, has gone one step further, establishing channels for Books, Arts and Entertainment, and other sections.

These are sub-channels that support personalized interaction, a point of interest for advertisers.

Twitter headline feeds

The image shows a screenshot of a Twitter headline feed. The main focus is a tweet from the account 'nytimesarts'. The tweet text reads: "Arts, Briefly: 'Dancing' Dances Off With the Night <http://tinyurl.com/bkuj4u>". Below the text, it says "about 6 hours ago from web". To the right of the tweet text are icons for a star (favorites) and a retweet arrow. The profile picture of 'nytimesarts' is a black square with a white 'T' logo, and the name 'nytimesarts' is displayed in blue, with 'NYTimes: Arts' in grey below it. The background is a blurred view of the Twitter interface, showing navigation links like 'Home', 'Find People', 'Help', 'Sign out', and 'Search' at the top, and a footer with copyright information '© 2009 Twitter' and various links like 'About Us', 'Contact', 'Blog', 'Status', 'Apps', 'API', 'Help', 'Jobs', 'Terms', and 'Privacy'.

2. Acquiring providers of social media services

Gannett Co., publisher of 85 daily newspapers, acquired Ripple6, Inc., maker of a social networking platform that links marketers to end users.

By investing in a company that has already helped Procter & Gamble with its social media initiatives, Gannett will be better able to collaborate with its advertisers.

Look for more acquisitions, or **partnerships**, as legacy publishers broaden their online portfolios.

3. Creating more online events to attract readers

The German newspaper Frankfurter Allgemeine Zeitung (FAZ) introduced a thematic website last month to promote the translation of *The Kindly Ones*, a controversial novel that has generated much publicity in Europe, and more recently the U.S.

By posting streaming video and a downloadable mp3 of a popular actor reading chapters from the book, and then creating daily discussion forums around related topics, FAZ generated a significant increase in traffic to its Web site, which had seriously lagged those of its competitors.

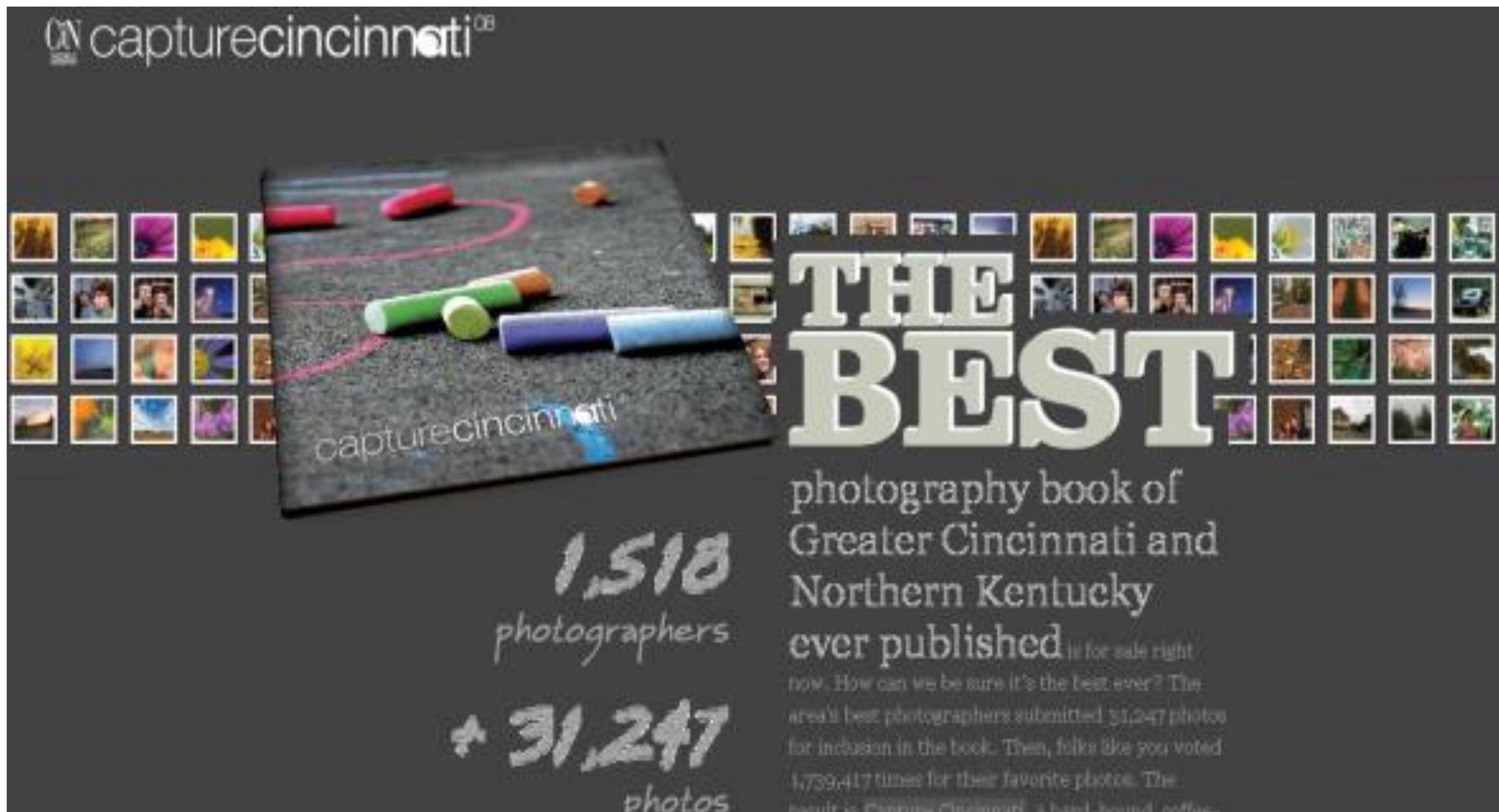
4. Promoting and monetizing user-generated content

The Cincinnati Enquirer created CaptureCincinnati.com, a photo-sharing site where over a thousand local photographers uploaded nearly 12,000 images.

The best shots were featured in Capture Cincinnati, a coffee table photo book that included a DVD, selling at a retail price of \$39.95. Last year, the numbers continued to improve, and the Enquirer expects strong sales of the edition as well.

Marketers might call this bundling products, but whatever you call it, the Enquirer probably won't argue.

Promoting and monetizing user-generated content



CN capturecincinnati⁰⁸

THE BEST

photography book of Greater Cincinnati and Northern Kentucky ever published

1,518 photographers
+ 31,247 photos

is for sale right now. How can we be sure it's the best ever? The area's best photographers submitted 31,247 photos for inclusion in the book. Then, folks like you voted 1,739,417 times for their favorite photos. The result is *Cincinnati Checkmate*, a hard-bound coffee-table book.

5. Story-based communities

The Toronto Globe and Mail uses Cover It Live, a live-blogging/discussion tool that provides interactive coverage of breaking news and live events such as conferences and hearings.

Real-time comments, audio and video postings, and polls are among the types of content that can be recorded and then embedded in the story, like this piece on a subway shooting in January.

6. Collaborative outsourced news services

While British startup Yoosk bills itself as an “**interactive news magazine,**” it represents the type of outsourced service many newspapers may wind up using as their own resources dwindle.

Yoosk allows its users to put a question to politicians and celebrities, to comment on the publicly viewable answers, and to submit their own ideas for interview features. Its founders hope to collaborate with established news sites, including newspapers willing to outsource parts of their magazine sections.

7. Customized delivery

Denver-based MediaNews Group, publisher of such major dailies as the Denver Post and Oakland Tribune, has announced plans to test a “customized news delivery service called **‘I-News’** or **‘Individuated News’**” this summer with the LA Daily News.

This service would allow subscribers to choose from different categories, including news from other parts of the country. Blending the offerings of regional newspapers into a separate platform may help more of them survive.

8. Branded communities

The St. Louis Post-Dispatch has launched MySTLtoday, a **branded community featuring areas such as user-created groups, user-posted content, and special interest sections like St. Louis' Best Bridal.**

Excerpts from shared stories are printed each week in the legacy paper. This might seem old-school, but it strengthens a traditional middle American brand, and it **promotes more interaction, which helps advertisers pinpoint their targets.**

Branded communities

Welcome to MySTLtoday!

[Log In](#) | [Sign Up](#)

What is this place?

Get Involved. Share your stories, photos, videos and thoughts. Each week we publish excerpts in the St. Louis Post-Dispatch.



Post a Story



Share a Photo



Share a Video



Add an Event



Invite a Friend

what's going on in mystltoday



Follow MySTLtoday on Twitter!

MySTLtoday is now on Twitter! We'll be tweeting the latest and greatest content our readers to spre...

0



George Clooney's in town?

It's for a movie titled "Up in the Air," you say? It's about frequent flyer miles you say? It's be...

2



Martha Stewart coming to West County Friday

Read about it at the West County neighborhood! Although I do not approve of her bird-staffing. So u...

0



What are you giving up for Lent?

I think I'm going to give up my Blackberry. It's not so much about the addiction, but those buttons ...

0



Reader and fiance looking for a good travel agent

A bulletin was sent to my nest late last night. Here it is: We're Traveling to PanamaMy fiance...

0

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latest posts

[post a story](#)

Evaluation day again

Boy they come around awfully fast it seems. Again you must make a certain grade or you are out...

I'm Back and Begging!!!!

Wow, I didn't realize how long I have been away from here. I have been drastically under the w...

Sometimes it makes you wonder...

What ever made me think I would like to work again. I am so tired and yet so worried the...

Twitterific! Intern chronicles Day 15

Yeah yeah I know, no one will shut up about Twitter. NYT, WSJ, all the cable networks and blogospher...

7 secrets to having a successful trivia night

It's high season for trivia in St. Louis. Here are some tips if you plan on hosting an event. 1 ...

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weddings



Rachelle and Casey!

Created on: 03-05-2009
Guests: 1 [Become a Guest!](#)

announcement

We want your announcements!

We see that new **digital billboards** are going up in the St. Charles area that can change on timed intervals. Well, it seems that we've pretty much had the same thing: a digital billboard.

We want your announcements! If you've got information about meetings, events, fundraisers, or entertainment that you want people in your neighborhood to see, post it by clicking on "**neighborhoods**," finding yours and then clicking on "post a story." It's that easy!

Who knows? You might make the front page.

latest photo



9. Publishing APIs for third-party developers

The New York Times has taken the lead in an area sure to attract other organizations. By publishing application programming interfaces, or APIs, for third-party software developers, the Times Developer Network has encouraged the creation of a new class of social media applications.

Developers have already produced mashups that combine Times content with other resources. Advertisers should see new opportunities to embed messages tailored to the end user, and the Times may partner with those developers it deems worthy, avoiding the incremental cost of creating new applications internally.

UK's The Guardian has announced similar plans to open up its content with Open Platform.

10. Burning the boat that brought you

Unfortunately, this isn't the most agreeable method for many, but social media applied to a smaller, virtual organization might be the way of the future. As reported here last week, the Seattle Post-Intelligencer may move to an online-only version of its daily newspaper.

This is the ultimate way to save a paper through social media: make the Web its only channel of distribution, and leverage the history of the brand.

Loyalty won't be hard to track, and the test of that loyalty will be the price point established by subscriptions, for individual sections or the entire publication. The argument "would you save this paper for the price of a latte?" becomes very cogent, especially in Seattle.

Social journalism

The word “newspaper” will take on a different meaning, like “**record album,**” or “**TV show.**” It won’t go away, and it will continue to describe some of the most hallowed brand names in the world. Social media will play a big part in that transformation.

As the dynamics of our society change, as institutions go public or private, or disappear entirely, the need to report these events in a responsible manner will be even more critical. **Social journalism is more than a buzzword,** it’s the way social media will save the industry.

Thank You for Your Time

**Good
Selling !**



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think problems -
you have to
provide their
solutions**

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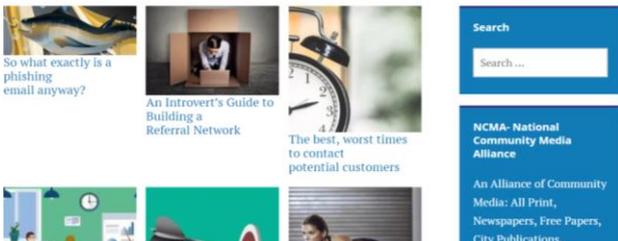
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