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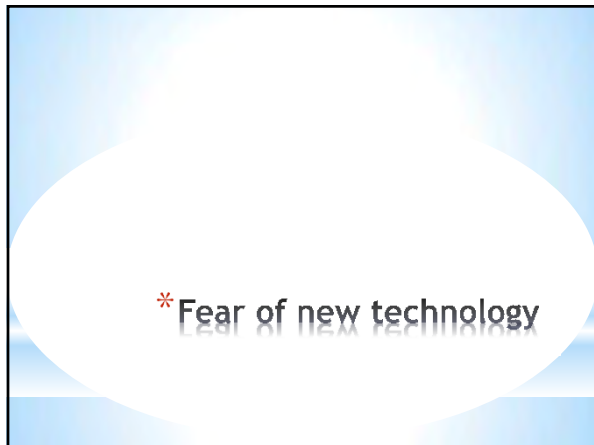
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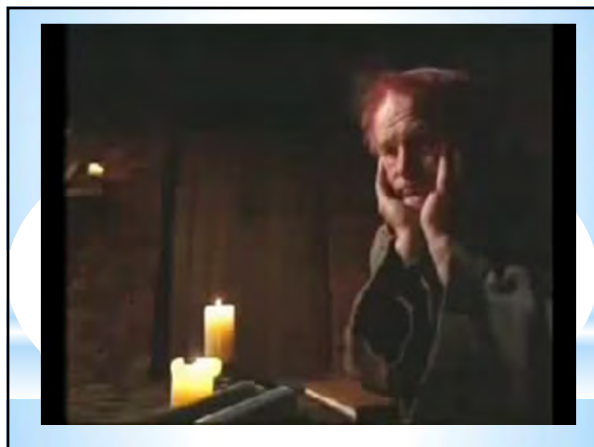
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\*Limited production of printed material for physical distribution



\*Gutenberg paradigm

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\*Connecting and engaging people in dynamic social online interactions



\*Zuckerberg paradigm

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Not  
either/or  
but  
both/and



\*Which paradigm?

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**\*What are your publication's**

- \* Vision
- \* Mission
- \* Goals

**\*Relationship with the strategic plan?**

**\*Where are you going?**

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**\*Network of networks**

- \* Multiplier effect
- \* Each reader has a network
- \* multiple distribution vehicles

"The more connections we weave, the more interaction we invite." Brian Solis



**\*Weaving a tapestry**

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**\*Facebook**

- \* *Christian Week* 1132 likes
- \* Average 130 friends for each like
- \* 147,160 potential readers
- \* 25,000/month to website
- \* Paper circulation is less than 50,000

**CHRISTIANWEEK.ORG**

**\*Weaving a tapestry**

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- \*Why do you want to go online?
  - \*Expand your readership
  - \*Engage a younger demographic
  - \*Overall branding and visibility
  - \*Share your perspective with broader audience
  - \*Increase ad revenue

**\*Before you go there**

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- \*What are the consequences?
  - \*staffing
  - \*content creation
  - \*engagement
  - \*maintenance
  - \*subscribers

**\*Before you go there**

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- \*Rethink your publication
  - \*Marketer approach
  - \*Know your audiences
    - \*Age
    - \*Sex
    - \*location
- \*Choose the right vehicle for the audience

**\*Before you go there**

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**\* Social Media** (2011 Ipsos survey)

- \* 50% of Canadians are on social networks (17 million)
- \* 35% visit once per week
- \* 18-24: 86% use social media
- \* 35-46: ~65% use social media
- \* 55+ : 45% (and growing)
- \* 37% of online women use social media
- \* 24% of online men use social media

**\* Who is where?**

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**\* Facebook**

- \* 86% of all online Canadians
- \* Skew to females
- \* 57/43



**\* Google+**

- \* Skews heavily to men
- \* 70/30



**\* Who is where?**

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**\* Twitter**

- \* 20% of online Canadians
- \* 60/40 men-women split

**\* LinkedIn**

- \* 14% of online Canadians
- \* 50/50 men and women

**\* Pinterest**

- \* Skews heavily to women
- \* 70/30



**\* Who is where?**

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**\*Think and write like an "outsider"**

- \* International audience
- \* Check stories for jargon
- \* Assume no inside knowledge
- \* Engaging content
- \* Strong stories



**\*Reader orientation**

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**\*Think and write like an "outsider"**

- \* Rewrite headlines
- \* Twitter: 140 Characters plus # (hashtags)
- \* Search Engine Optimization
- \* SEO



**\*Reader orientation**

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**\*New York Magazine**

- \* Article Title: "What's Eating the NYPD?"
- \* Page Title: Why the NYPD Is Turning on Ray Kelly
- \* Meta Description: Ray Kelly has built the best police force in the country. Now it is turning on him.

**\*Heads up**

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- \* *Newsweek*
- \* Article Title: "Citizen Cain"
- \* Page Title: Herman Cain's Unlikely Republican Rise
- \* Meta Description: Meet the rising GOP star who is confounding the pundits and much of black America.

**\* Heads up**

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- \* *The New York Times Magazine*
- \* Article Title: "When Is a Flip Not a Flop?"
- \* Page Title: The Fate of the Republicans Who Supported Gay Marriage
- \* Meta Description: The four Republicans who broke with their party on New York's gay-marriage law were supposedly marked for electoral death. But that's not exactly how it is working out.

**\* Heads up**

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- \* Blog/website
- \* Mobile compatible
- \* Auto post
- \* Network Publisher
  - \* Twitter
  - \* Facebook
  - \* Google Plus
- \* News aggregators
  - \* Digg
  - \* Reddit



**\* Mechanics**

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- \*Readership
  - \*Google analytics
  - \*Wordpress (JetPack)
  - \*Instant comments
  - \*Letters to the Editor
  - \*Opportunity to engage readers in discussion
- \*How did we do?**

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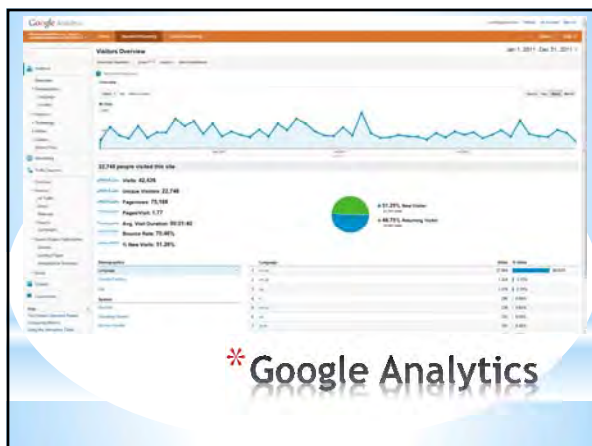
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- \*Know why
- \*Understand who
- \*Online expands not replaces
- \*Think globally
- \*Constantly evaluate

\*Last words

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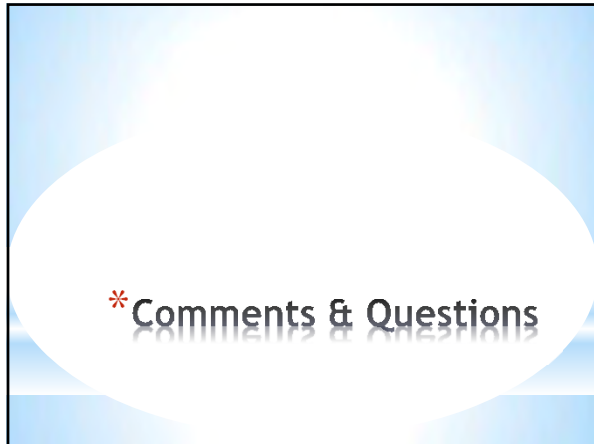
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