

2015 EDELMAN MEDIA FORECAST: STORYTELLING IN THE AGE OF SOCIAL NEWS CONSUMPTION

from the Edelman Media Network

Now more than ever, news finds you through the lens of your friends — your social feeds. In fact, 30%* of the population uses Facebook for their daily news dose. The Edelman Media Network took a deep dive into what ingredients made news stories social in 2014 across five key sectors to better understand how our media strategies must adapt. Visit Edelman.com for more.



Sources: NewsWhip Insights, an analytics platform with details on more than 1 million stories published between January-October 2014, containing all social sharing data., metadata, and authorship information. Edelman Berland leveraged key insights uncovered via NewsWhip to craft and field a survey of 251 journalists via Muck Rack.
* Pew Research Center. (2014, September 24). How Social Media is Reshaping the News. Retrieved from Pew Research Center: <http://www.pewresearch.org/fact-tank/2014/09/24/how-social-media-is-reshaping-news/>

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