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.

> **HELP NEWS ORGANIZATIONS TO CREATE**

> > **ORIGINAL**

CONTENT

news

organizations

are shifting

internally for

visual content

development

74%

of journalists surveyed prefer

video created by

their own news

organization



CRAFT AN INHERENTLY **SHAREABLE STORY**

journalists are increasingly leveraging five ingredients to make their stories more shareable

imagery

localization

0



5%

of the most shared articles originated from **UK publishers**

THE HUFFINGTON

POST

BuzzFeed

Mashable

playouzz

Non-legacy media

publishers make up

the majority of the

most-engaged sites

on Facebook



DEEPEN RELATIONSHIPS WITH **JOURNALISTS**

> journalists are evolving their craft in several ways

of journalists

surveyed feel more

pressure now to

think about their story's potential to

get shared on

social platforms

of journalists

surveyed say they

use Twitter to build

their own brand



Times and

posted the most on LinkedIn

Forbes The New York Times /

> Forbes, New York **Business Insider** amount of shares

in

BUSINESS INSIDER

13% of journalists surveyed would choose consumer generated or third-party videos

only 3%

of journalists surveyed would choose corporate or branded videos

STORYTELLING

TAKEAWAY: Pre-plan and offer assets to help media outlets create their own content or propose co-creations.

f /<

Facebook dominates all other

social platform interactions

SEE WHAT'S OVER THE HORIZON

journalists

surveyed see

five changes

in 2015:

THE HUFFINGTON **POST**

The Huffington Post featured more video than any other news site; emerged as top shared news outlet on Facebook overall

'more digital,

quicker turnaround

mobile

~2

more

(original)

The New York Times / **Mashable**

> **BBC**, New York Times and Mashable posted the most amount of shares on Twitter

ВВС

video smaller

> and more focused staff

rising social` influence

STORYTELLING

TAKEAWAY: Mirror modern newsrooms and package assets to help media turn stories around quickly across digital & social platforms.

trending topics human voice brevity STORYTELLING TAKEAWAY: Social

amplification can no longer be an after-thought of media strategies; harness social, paid & owned channels and consider these key ingredients for successful social

storytelling.

think it is appropriate to/follow up la story pitch) via phone email is preferred

TAKEAWAY: Cultivate relationships that cater to journalists' preferences from Twitter to mastering pitching in a digital and mobile world.

Food & beverage articles had the highest number of

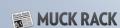
Pinterest interactions

than stories from any other sector

in collaboration with

Edelman





harnessing the power of

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/