

# How social media is changing journalism

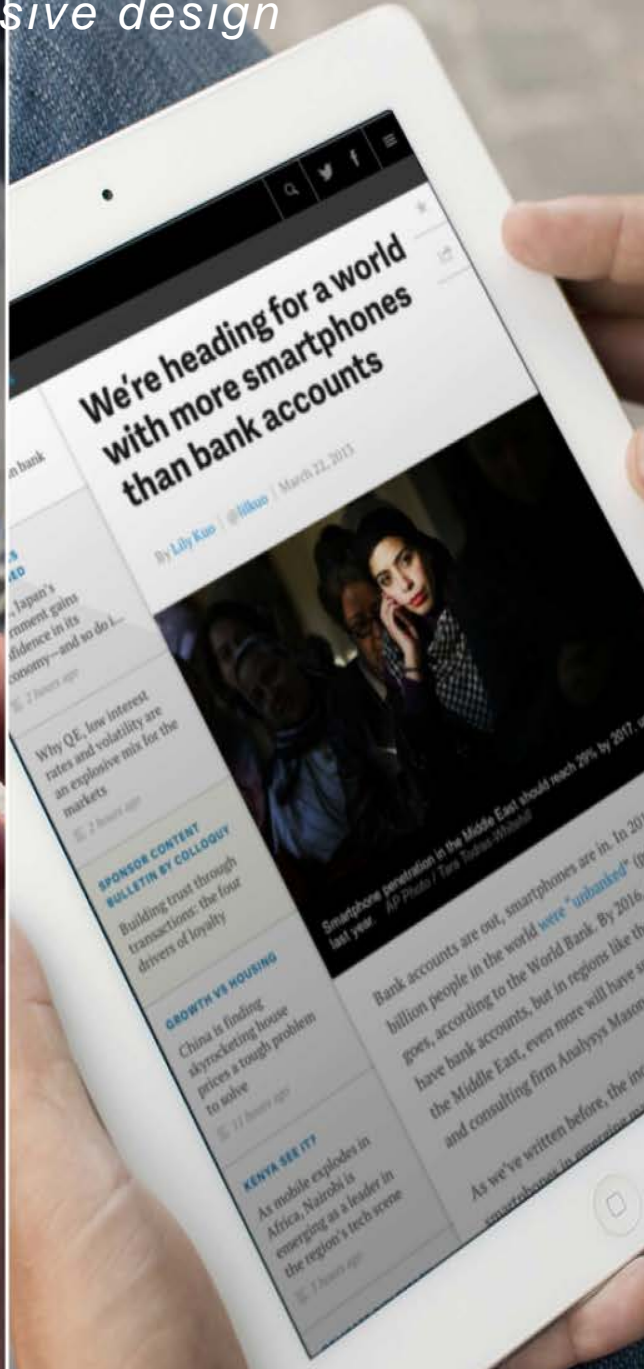
SOPA June 2015

Heather Timmons, Quartz

**QUARTZ**

*There's a new global economy.*

Radically simple, responsive design



QUARTZ  
responsive  
design

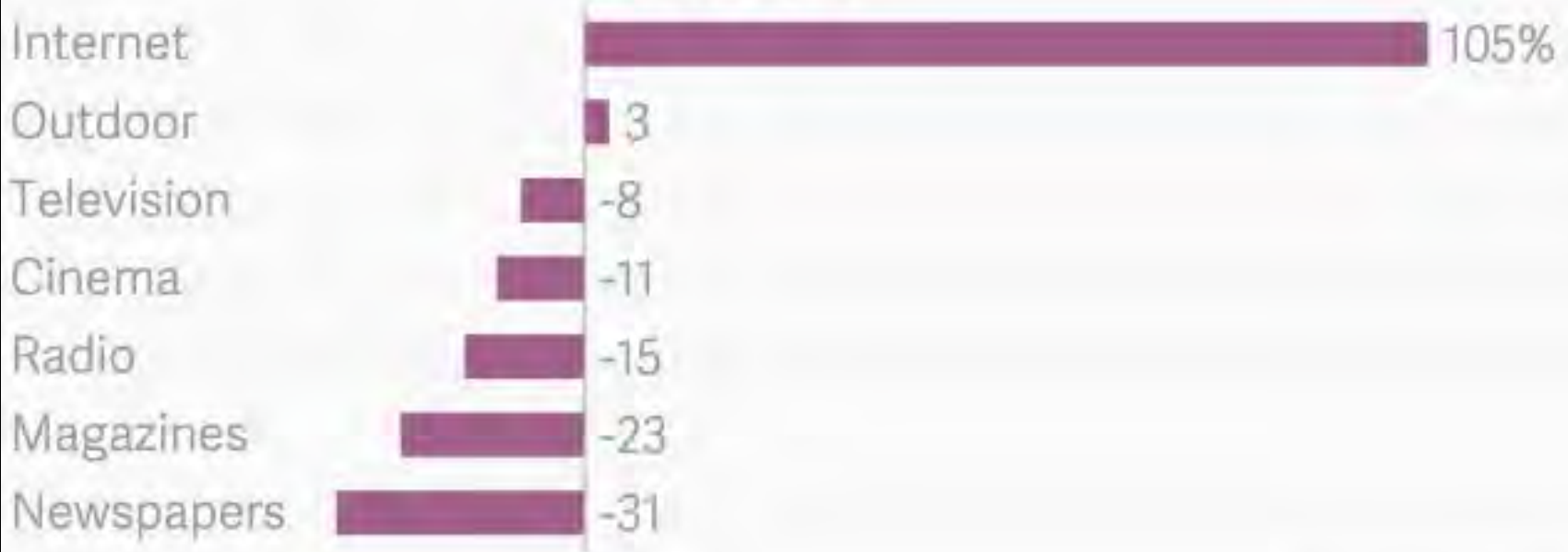
IS THAT ALL?

# We now spend more than eight hours a day consuming media



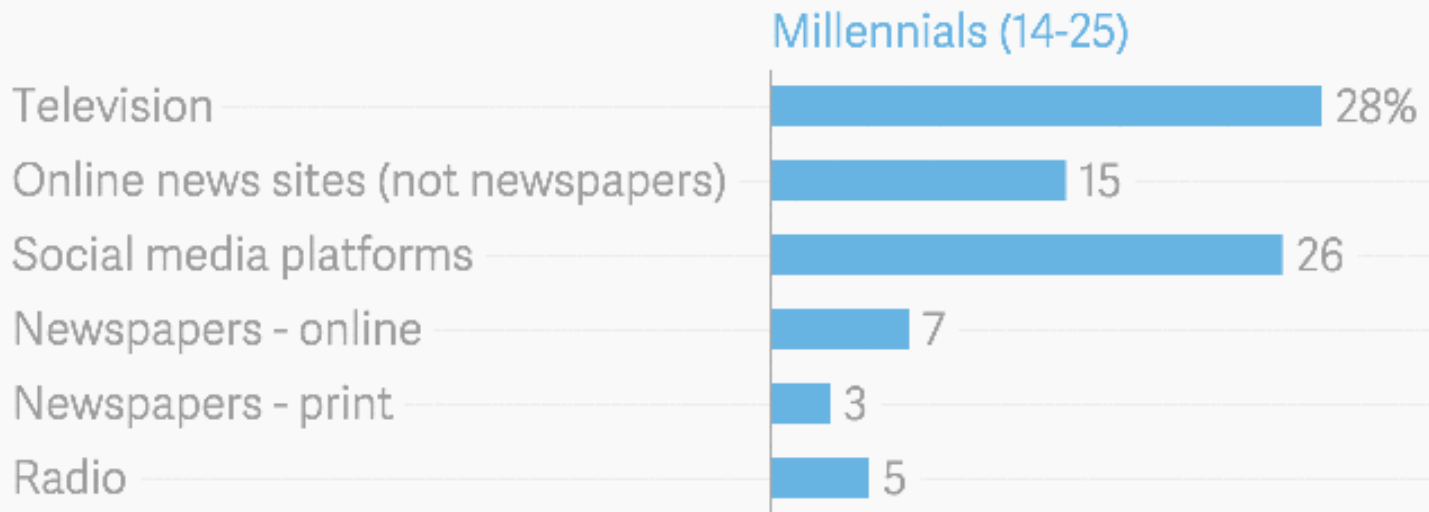
### Change in average daily media consumption

2015 vs 2010



# The unstoppable rise of social media as a source for news

## Most popular news platform





# THE HOMEPAGE HAS EVOLVED

+ Instead of cover to cover reading, people are wading in and out of streams

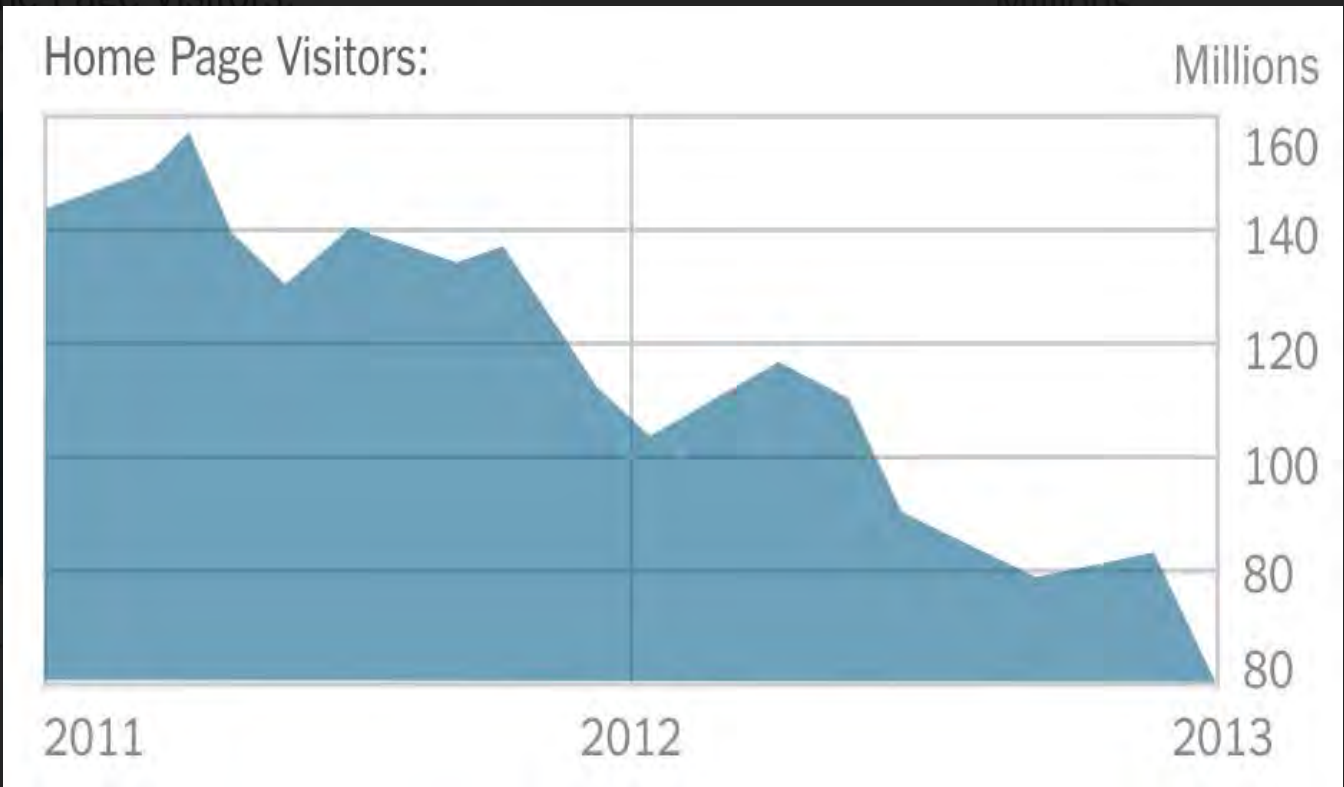
- + 35% of Facebook users leverage the site specifically for news
- + 60% of executives read an email newsletter as one of their first three news sources they check daily

## TOUGH TRENDS

Some key measures of traffic and engagement point to an inescapable truth: The Times needs to work harder to reach and hold onto readers.

Home Page Visitors:

Millions



Page Views:

Millions

15

Sources: Chart: NYTimes Innovation Report; Stats: Pew Research Center; Quartz Global Executives Study.

## QUARTZ, AFTER TWO YEARS

**10MM**

average monthly unique visitors to qz.com

**250MM**

social reach on Facebook, Twitter, LinkedIn, Tumblr, Sina Weibo

**1MM**

readers on Flipboard, SmartNews, Google Newsstand

**110k**

Quartz Daily Brief subscribers

**20**

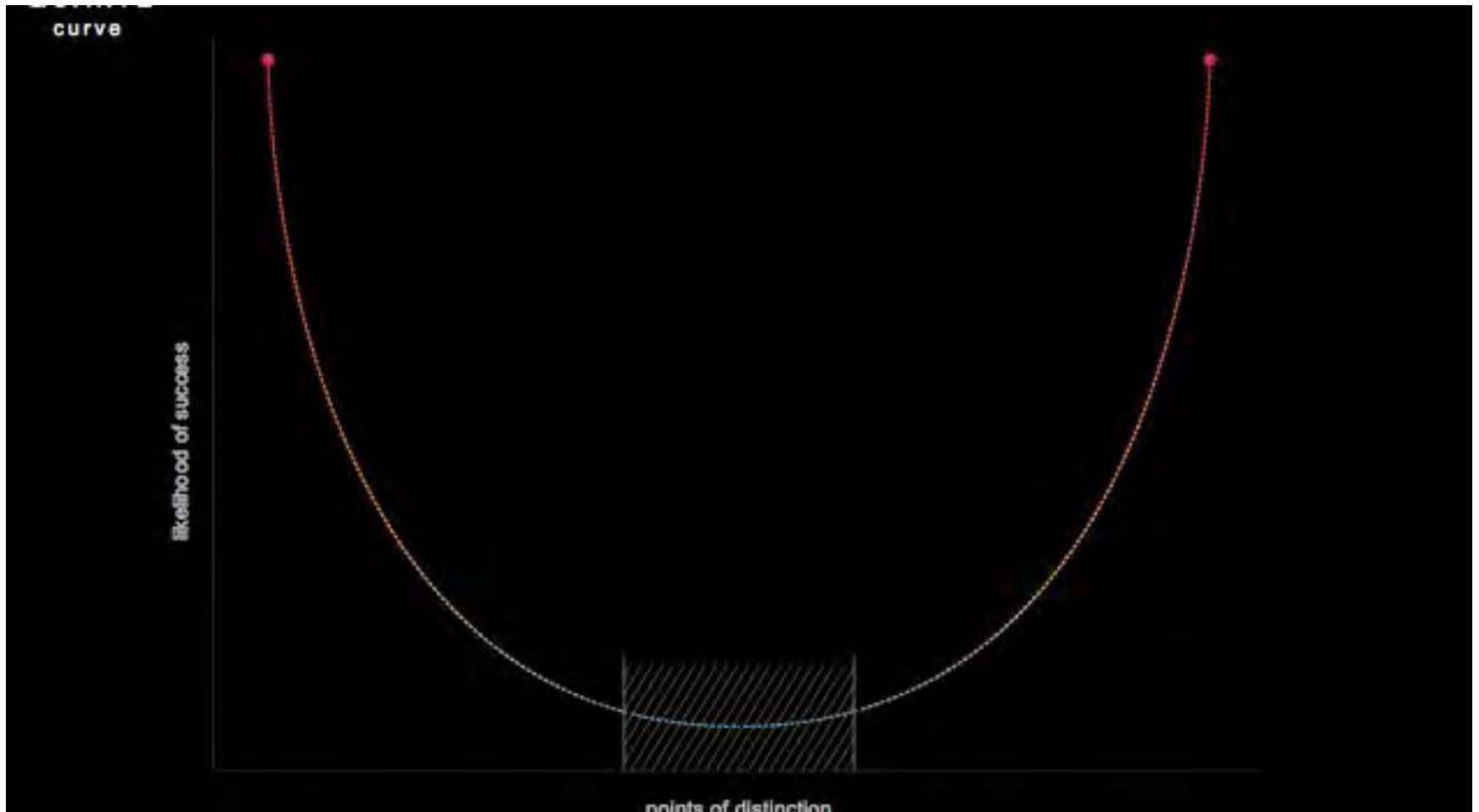
global events



# What kind of news does the internet want?

NOTE: The remainder of this presentation will be in listicle format.

# 1. The Quartz Curve



## 2. Your headline is your selling point

Every headline needs to be compelling enough to share as a Tweet, or on Facebook.

YES: Specific, immediate, and to the point:

**Scientists discover what's killing the bees and it's worse than you thought**

NO: Confusing, opaque:

*Contact Lens Makers and Discounters Tussle Over Price Setting*

*Illusion of Motion in Stocks, Bonds Repeating Arc in '14*

### 3. But don't fall for novelty headlines



**Herman Wong**

2 hrs · 🌐

What I can't believe is that people are still writing headlines like this

**NEWSFEED** FOOD & DRINK

**You Won't Believe Where the  
World's Best Whiskey Comes From**

Like · Comment · Share

# 4. Time to reconsider: Headlines that tell you what to feel

NEWSFEED FAMILY & RELATIONSHIPS

## This Heartbreaking Obituary Sends a Powerful Message About Drug Addiction

Olivia B. Waxman @OBWax April 23, 2015



**"Guide them to rehabilitation before it is too late"**

The obituary for Molly Parks—a 24-year-old heroin addict who overdosed while working in Manchester, New Hampshire—is going viral because her family wrote about her addiction at great length, hoping to inspire other drug users to quit.



# 5. Stories about “what people are saying on Social Media” are lazy



**Doree Shafrir** ✓  
@doreeshafir

Follow

Someone get me the 17 best tweets about that racist article



RETWEET

1

FAVORITES

8



8:34 PM - 24 Mar 2015

# 6. Your deal scoop is only an exclusive for about 12 minutes



TECH

## Dish Network in Merger Talks With T-Mobile

Charlie Ergen would be chairman and John Legere CEO, if a deal is reached



Dish Network and T-Mobile are in talks to merge, but the proposed deal faces significant obstacles, including scrutiny from regulators.

By [RYAN KNUTSON](#), [THOMAS GRUYA](#) and [SHALINI RAMACHANDRAN](#)

24 COMMENTS

Updated June 4, 2015 12:09 a.m. ET

[Dish Network Corp.](#) is in talks to merge with [T-Mobile US Inc.](#), people familiar with the matter said, a deal that would accelerate a wave of consolidation across the U.S. media and communications industries.

# 7. Your good writing is rewarded

EUROPE LECCE JOURNAL

140 COMMENTS

## *Centuries of Italian History Are Unearthed in Quest to Fix Toilet*

By JIM YARDLEY APRIL 14, 2015



Luciano Faggiano and his sons were digging to fix a pipe in Lecce, Italy. They found a buried world tracing back before Jesus. Davide Monteleone for The New York Times



Email

LECCE, Italy — All Luciano Faggiano wanted when he purchased the recently unremodeled building at 56 Via Assisio Craxi was to create a

# 8. Your curiosity is rewarded

A CHILD IS BORN

**Why every newborn you see on Facebook is wrapped in the same baby blanket**





# 9. Your company's traditional identity is important on social media



 **The Economist**   
@TheEconomist

  Follow

An essay about what's wrong with finance  
by @econbuttonwood [econ.st/1Qelnqp](https://econ.st/1Qelnqp)



RETWEETS 108 FAVORITES 149



6:38 AM - 5 May 2015





10. People want what they always have—but more of it, faster, and in a more convenient way.

