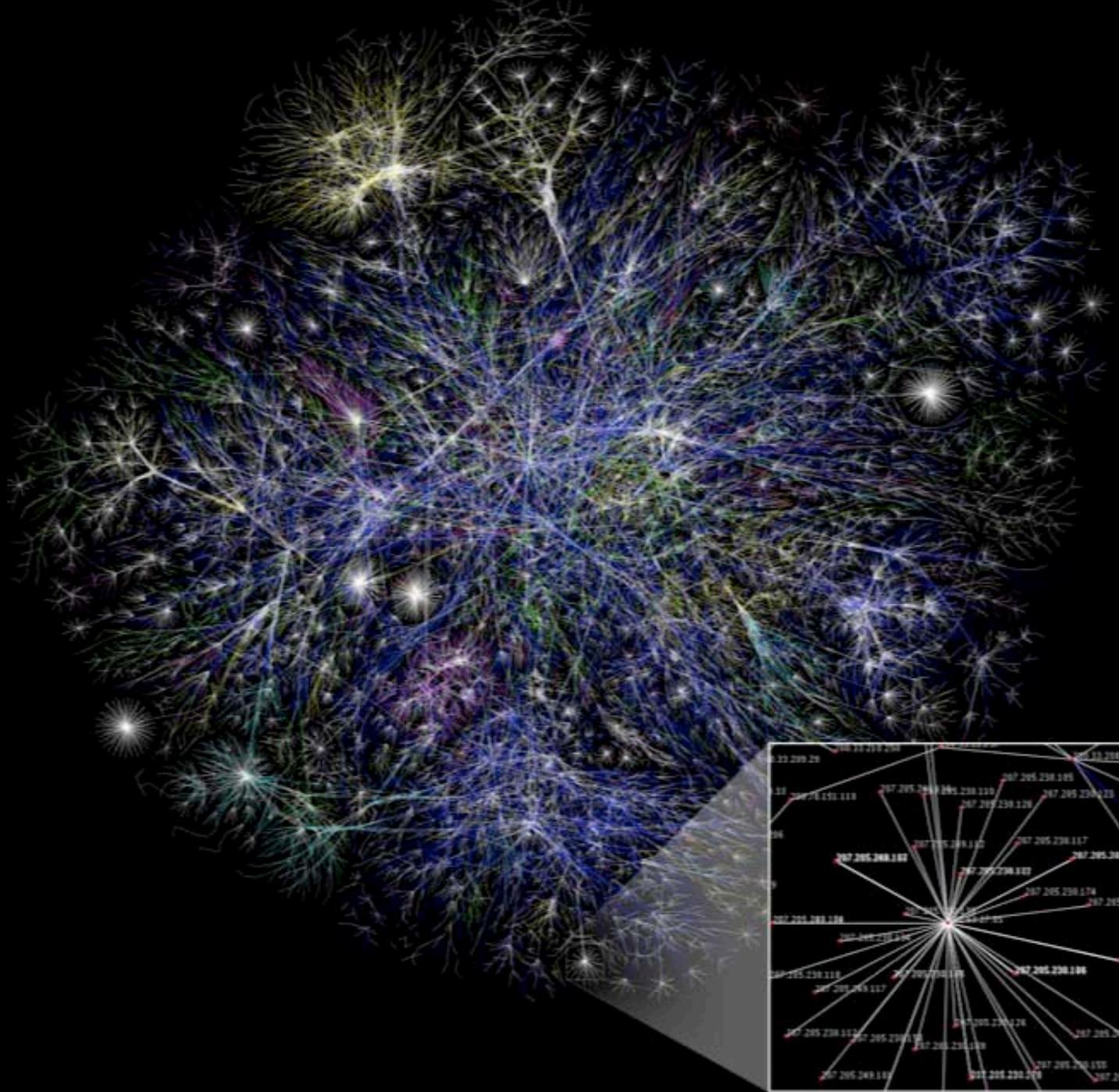


Being effective in the **digital world**

Ellen Kennerly

Professional-in-Residence, LSU

March 5, 2010



You
Are
Here

What is your mission?

Service? Audience? Revenue? Engagement?

If it is public service, what is your budget?

If it is audience and growth, what are your goals?

If it is revenue, what is your target?

If it is engagement, what is your appetite for moderation?

What is your business model?

Vision & Scope?

What resources will you put against this?

Define what success looks like

Audit your content and define digital scope

Do a SWOT analysis of your scope

Include all digital delivery platforms

Define staffing – content creation and technical

SWOT Analysis Template

State what you are assessing here _____
(This particular example is for a new business opportunity. Many criteria can apply to more than one quadrant. Identify criteria appropriate to your own SWOT situation.)

criteria examples

Advantages of proposition?
Capabilities?
Competitive advantages?
USP's (unique selling points)?
Resources, Assets, People?
Experience, knowledge, data?
Financial reserves, likely returns?
Marketing - reach, distribution, awareness?
Innovative aspects?
Location and geographical?
Price, value, quality?
Accreditations, qualifications, certifications?
Processes, systems, IT, communications?
Cultural, attitudinal, behavioural?
Management cover, succession?
Philosophy and values?

strengths

weaknesses

criteria examples

Disadvantages of proposition?
Gaps in capabilities?
Lack of competitive strength?
Reputation, presence and reach?
Financials?
Own known vulnerabilities?
Timescales, deadlines and pressures?
Cashflow, start-up cash-drain?
Continuity, supply chain, robustness?
Effects on core activities, distraction?
Reliability of data, plan, predictability?
Morale, commitment, leadership?
Accreditations, etc?
Processes and systems, etc?
Management cover, succession?

criteria examples

Market developments?
Competitors, vulnerabilities?
Industry or lifestyle trends?
Technology development and innovation?
Global influences?
New markets, vertical, horizontal?
Niche target markets?
Geographical, export, import?
New USP's?
Tactics: eg. surprise, major contracts?
Business and product development?
Information and research?
Factors like agencies, distribution?
Volumes, production, economies?
Seasonal, weather, fashion influences?

opportunities

threats

criteria examples

Political effects?
Legislative effects?
Environmental effects?
IT developments?
Competitor intentions - various?
Market demand?
New technologies, services, ideas?
Vital contracts and partners?
Sustaining internal capabilities?
Obstacles faced?
Insurmountable weaknesses?
Loss of key staff?
Sustainable financial backing?
Economy - home, abroad?
Seasonality, weather effects?

Back to the future?

Are there opportunities to reclaim an older franchise held by newspapers?

Obituaries, guest books

Weddings, celebrations, photo galleries

Births

Community journalism

Weather 'help' blogs

Scene from the soccer fields

School news written by parents

It's one to one

The reader gets to pick

Know your readers

Enable the delivery of content -- both
ad and news content -- based on:

Who the reader is

Where the reader is

What the reader is doing

**Readers want content when and how
THEY choose to get it**

How much of the symphony do you need?

Use audit to determine what, then sort into best platforms

What makes sense on what platform?

Mobile?

Newsletters?

SMS/text alerts?

Web?

Facebook?

Twitter?

Blogs?

User-generated content (UGC)

Usually a matrix of platforms fitting content to the appropriate delivery

Isureveille.com

Entrance Sources:

/supcd-said-there-was-no-immediate-threat-from-student-in-quad-1-16-p-m-1.2165508

Jan 25, 2010 - Feb 24, 2010

Comparing to: Site



This page was viewed 4,212 times via 50 sources

Content Performance

Source	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
facebook.com	2,423	2,117	00:02:34	72.20%	60.92%	\$0.00
(direct)	630	525	00:02:48	70.00%	55.56%	\$0.00
tigerdroppings.com	527	473	00:01:49	64.44%	59.39%	\$0.00
google	244	194	00:02:08	59.38%	43.03%	\$0.00
reddit.com	105	102	00:00:35	94.95%	94.29%	\$0.00

Pageviews
4,212
% of Site Total:
2.06%

Unique Pageviews
3,652
% of Site Total:
2.13%

Avg. Time on Page
00:02:27
Site Avg:
00:01:41 (45.32%)

Bounce Rate
70.97%
Site Avg:
74.90% (-5.26%)

% Exit
59.45%
Site Avg:
55.71% (6.70%)

\$ Index
\$0.00
Site Avg:
\$0.00 (0.00%)

User-generated content

Is there an opportunity to leverage UGC?

Citizen journalism?

Community managers

Moderation question?

Photos and video

Curation opportunities

What is curation?

Perhaps the savior of news sites everywhere ...

Use your expertise to gather the best of the web

Become a one-stop shop for your niche

Market yourselves as just that

Utilize UGC and material from throughout the digital world

Little content creation cost

Aggregation/Syndication

The strength of SEO

Understand how Google and other engines find you

Write headlines, text, title tags and urls accordingly

Check analytics on how you are accessed

Check Google to see where you stand

Change language as you can to meet the needs

Don't put the same content in different wraps

Don't use jpgs or flash unless you're OK that it isn't crawled



ethnic publications Louisiana

Search

[Advanced Search](#)

Web [Show options...](#)

Results 1 - 10 of about 616,000 for ethnic publications Louisiana. (0.30 seconds)

[African American Newspapers - Black Press - Ethnic Advertising ...](#) ☆

Over 250 listings of African American Newspapers & **Publications** across the United States ...
The Alexandria News Weekly; **Louisiana Weekly**; Monroe Free Press ...
www.allied-media.com/Publications/african_american_newspapers.htm - [Cached](#) - [Similar](#)

[About the State Library](#) ☆

A joint project of a coalition of **Louisiana** legal services programs. ... forestry, and wildlife statistics and **publications**. **Louisiana** Agriculture Magazine online. Indicates where various **ethnic** groups are concentrated. ...
www.state.lib.la.us/la_dyn_tmpl.cfm?doc_id=615 - [Cached](#) - [Similar](#)

[Welcome to The Louisiana Weekly](#) ☆

The **Louisiana Weekly** is being recognized for all of its hard work in civic engagement over ...
Xavier University of **Louisiana** continues its track record of ...
www.louisianaweekly.com/ - 22 hours ago - [Cached](#) - [Similar](#)

[Louisiana Press CMS](#) ☆

<h1>Niche Publications</h1> <p>Ethnic Newspapers</p> /> LA Press represents **ethnic publications** in **Louisiana** ...
lapressads.com/cms/niche.php - [Cached](#)

[Welcome to Louisiana Black Publishers Association](#) ☆

Welcome to the **Louisiana Black Publishers Association**. Contact us at (318) 443-7664.
Copyright 2008 **Louisiana Black Publishers Association** | Site Managed by ...
www.louisianablackpublishers.com/ - [Cached](#) - [Similar](#)

[Louisiana Folklife: Our Traditional Cultures](#) ☆

This essay draws on these **publications** and the research conducted by South **Louisiana** also has pockets of **ethnic** groups that have resisted total ...
www.louisianafolklife.org/.../main_introduction_onepage.html - [Cached](#) - [Similar](#)

[\[PDF\] USING NEWSPAPERS](#) ☆

File Format: PDF/Adobe Acrobat - [View as HTML](#)
Louisiana Newspapers, 1794-1940. Baton Rouge, LA: **Louisiana State University**, 1941. /Gc 016.071 H62/ ... Examples of sources listing **ethnic** newspapers are: ...
www.acpl.lib.in.us/genealogy/05newspapers.pdf - [Similar](#)

[United States Newspaper Program](#) ☆

Louisiana Newspaper Project, Special Collections ... The project has microfilmed 300000 pages and includes temperance **publications**, **ethnic** newspapers, In the 19th century,

Sponsored Links

[Black Enterprise Magazine](#)

Black Business, Personal Finance, & Careers. Subscribe Today!
www.BlackEnterprise.com

[African American PR](#)

Press release distribution to Black newspapers, etc. Just \$150.
www.BlackPR.com

[Black Expressions® Books](#)

Get 4 Books For \$2 When You Join Free Shipping On This Order!
www.BlackExpressions.com

[Save On Ethnic Magazines](#)

Jet, Ebony, Black Men, and More Up to 85% Off-No Credit Card Req'd!
www.MagazineLine.com



[See your ad here »](#)



How do we see and build new opportunities?

WHAT IS
YOUR DIGITAL STRATEGY?

Business' Reflex Response



Photo credit - Ekai on Flickr / Inspiration: Idris Mootee

Listening **beats** Talking
Relationships **beat** Transactions
Open **beats** Closed

Joshua-Michéle Ross, Digital Business Consultant

1. Listening **beats** Talking

- Most companies are organized to talk...
- Listening delivers products and services better, cheaper and faster...

Fox Creates Online Community For Viewers

by Mark Walsh, Monday, Jun 23, 2008 10:34 AM ET

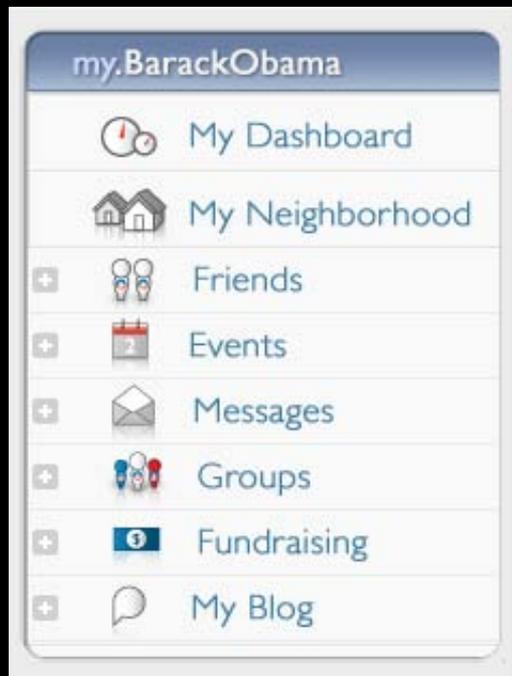


Fox is pairing with social networking service Passenger to launch a private online community giving the network access to ongoing audience feedback on programming and marketing efforts. Made up of some 2,000 loyal Fox Network

viewers invited to join, the community lets members preview new shows, interact with TV producers, post comments, engage in online discussions and participate in polls.

2. Relationships **beat** Transactions

- Transactions are measurable, relationships are not
- Social Networks empower members to take action, make connections independent of the corporation



3. Open **beats** Closed

- Organizational boundaries are becoming permeable
- Workforce exists outside of your workplace...
- Value in “Coopetition” rather than “Intellectual Property””



The screenshot shows the OhmyNews International website. The main header features the logo "OhmyNews" in a red, cursive font, followed by "INTERNATIONAL" in a bold, black, sans-serif font. Below the header is a navigation bar with links for HOME, KOREA, WORLD, SCI&TECH, ART&LIFE, ENTERTAINMENT, and SPORTS. A sidebar on the left contains a "Korean" language selector with a red and blue circle icon, and a list of menu items: LOGIN, JOIN OMNI, NEWS (highlighted), KOREA, WORLD, SCI&TECH, ART&LIFE, and ENTERTAINMENT. The main content area displays two news articles. The first article is titled "Thousands of Britons to Lose Their Homes" in a bold blue font, with a subtitle "Two million say meeting housing costs is a constant struggle". The text below the subtitle reads: "Shelter, a charity set up in 1966 to campaign for decent housing for all, says that 6 million families are suffering stress or depression due to today's sky-high housing costs. People desperate to kee... (Peter Hinchliffe)". The second article is titled "'Father of Internet' Comes to Town" in a bold blue font, with a subtitle "Vint Cerf and other Internet luminaries debate global open web strategies in Seoul".

LOOP

Listening

Openness

Ongoing Inquiry

Participation

Be aware

Sometimes it's right in front of you

Shifting our Focus

- How can we look outside our traditional borders to find innovation?
- How can we foster an organizational culture that moves ideas to execution quickly and learns from mistakes?
- What four key questions can be put to the entire organization to continually renew our approach to market?
- How do I allocate the appropriate time to participate on the Social Web?

Shifting our Focus

- Challenge your assumptions

Resources

- Google trends
- Starbucks.com
- <http://mashable.com/2009/06/19/teaching-social-media/>
- <http://www.seomoz.org/article/bg2>
- About.com

Q&A