



INTERSOL



How social media affects traditional media

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And the survey says...

- Who is involved with social media?
Professionally?
- Media relations?
- Gov't? NGO/Assoc?
- Have cable?
- Watch 6pm news?
- Reporter? Former reporter?
- Know how to use a fax machine?



On the sked

- My “media” career in 5 minutes or less
- Media landscape
 - Speed
 - Global game
 - Connections
 - Resources
- Challenges and opportunities
- Question & answer



My “media” career

- Reporter at weekly paper in NB
- Comms role at various NSO's
- Media relations at City Hall
- Comms/PR consultant with emphasis on online engagement/collaboration
- Occasional appearances on radio/TV for charity work



Speed

- News cycle is constant
- No one waits for 6pm news to break a story
- Multiplying effect, going “viral”
- Radio used to provide greatest flexibility
- Twitter went from “amplifier” to “driver”



Global game

- World is getting smaller
- We get news about the entire world now, not just our neighbourhoods/cities
 - Catastrophes around the world
- Media rapidly growing online presence
 - Local newspaper?



Connections



- Personalities vs bylines
- Ability to maintain relationships, regardless of geography
- Back to basics
 - Content is king
 - Building profile
 - Relationships

Resources

- Fewer resources, more multi-tasking/platforms
 - Reporters doing online, radio & TV
- Increased pressure to be the first
- Quality and depth of reporting
- Reporters using social media for story ideas/breaking news
- Real-time media monitoring

New media, new reality

- What is success?
- What is at risk?
- Need to adapt to speed of new cycle
- Traditional way of doing media relations is “old news”



Platforms



@Twitter

- Most important tool for media relations
- Most popular with media
 - Media overrepresented?
- Best suited for real-time nature of modern news cycle
- Corporate vs personal accounts

Tips for Twitter

- Listen
- Use Twitter Search
 - Follow the right reporters
 - Build lists
- Be available, stay relevant
- Don't pitch directly without rapport
- Don't neglect personal interactions
- Use it to link ALL of your content

Challenges

- Risk vs reward
- Letting go of old media relations habits
 - Setting up of internal procedures
 - Streamlining decision making
- Public conflict
- No more secrecy/privacy
- Breaking through the noise

Opportunities

- Endless!

Opportunities

- Equal/fresh voices
- Direct access to reporters
- Less strain on traditional resources
- Pre-packaged stories have more of a chance
- Shorter news cycle
- Helps you stay relevant
- Powerful tool for crisis communications

Thank you!

Any questions?
Want the prezzi?

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