Audience development + community building

For freelance journalists

Freelance Journalism Assembly

What will we cover?

1. A simple approach to audience development

2. Getting to know your audience

3. Setting goals and measuring success

4. Developing a community

5. Who's doing it right?

Laura Oliver //

Freelance journalist

Audience dev specialist

Co-founder
@freelancesoc

CONTENT
What topics do you cover? What questions are you trying to answer?
E.g. articles, audio stories, video, images

DISTRIBUTION
The channels used to reach your target audience

COMMUNITY
The ways in which you deepen your relationship with the audience

CONTENT

+

DISTRIBUTION

+

COMMUNITY

1. A simple approach

What are your content ideas? *A topic, a series, a story...*	How will you distribute this content?	How will you engage your audience on those channels?	What skills, tools, time do you need to make this work?
1.			
2.			
3.			

2. Get to know your audience

❏ Who is your target audience(s)?

❏ Where are they?

❏ What makes them act?

Then:

❏ Verify your instincts

❏ Ask the audience

❏ Build personas

1. WHO	3. WHAT AND HOW			2. WHAT
NAME	DAILY	WEEKLY	MONTHLY	1

4. WHERE	5. HOW

AGE

AM

DEVICE

2

WHERE HE/SHE LIVES

PM

HOBBIES

PLATFORM

EVE

3

MEDIA HABITS

Audience canvas #1

Audience

Describe them: demographics, interests, needs etc. How do you engage them at the moment?

Engagement strategy/s

Come up with 2-3 new ideas for engagement strategies and sketch them out here. How do they work? Who would be involved? What resources would b...

Motivations

What motivates them to participate? What moves them to action?

Incentives

What could further incentivise them? Or meet other motivations?

Sustaining engagem...

What would these strategies look like over time? How could you sustain the benefits?

...hat would need to be true to implement this?

Audience canvas #2

3. Setting goals + measuring success

❏ What does success look like to me?

❏ How will I know when I achieve it?

❏ How will I know when I reach my target audience?

❏ How can I measure its growth and engagement?

❏ Am I tracking/collecting this information?

3. **Setting goals + measuring success**

Quantitative

- Reach
- Acquisition
- Consumption time/volume
- Volume of interactions
- Participation rate
- New followers/subscribers
- Returning audience
- Revenue

Qualitative

- Who you are reaching
- Mentions
- Influence/impact
- Content of feedback
- Quality of engagement
- Source of revenue
- Content consumed

EXERCISE
Qual vs quant

Analyse + act

1. *My website gets most of its traffic from Facebook*	Create a plan for promoting your website on Facebook	Set a goal to increase traffic from other sources (search?)
2. *My subscribers open my newsletter but don't read to the end*	Test a shorter format Test summary links	Set a goal to increase readership of this section
3. *My IG account gets lots of likes but few comments*	More direct CTAs Create a series that involves the audience's experience	Set a goal to increase comments

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1. **Audience survey**

- Collect regular feedback from your audience
- Send out a dedicated survey post-launch
- Use it for product development
- Fill demographic and behavioural data gaps

2. **Segmentation by engagement**

The Atlantic talks about this for its website. How often and how regularly are people visiting?

This creates 4 categories within the audience: Super users
Regulars
Occasionals
Passersby

Audience development - segmentation

THE FOUR VISITORS TO YOUR SITE (AND HOW TO HOOK THEM)

VISITOR	GOAL	TACTICS
Passersby	Get their click, then keep them there	**Answer their question and show them more.** Optimize SEO and surface related content.
Occasionals	Build habit	**Lead them to habit-forming products.** Promote products like newsletters, podcasts, and recurring features.
Regulars	Turn habit into action	**Make it easy to take your desired action.** Incorporate features like social sign-ups, mobile-friendly web pages, and targeted calls-to-action.
Super fans	Retain them	**Provide added value to keep them engaged.** Offer benefits like behind-the-scenes content, discounts, exclusive events, or access to members of your organization.

❏ How would you define each category?

❏ How are your serving each group?

❏ How will you encourage people to move through the groups?

5. Building a community

- ❏ Build in ways to engage

- ❏ Encourage specific behaviours

- ❏ Reward engagement

- ❏ Community guidelines

- ❏ Audience research

- ❏ Community-driven content and product features

Examples of community engagement

Linda Vecvagare
27 March

Hello everyone, this is Linda from the EJC's community team.

I hope you are all doing well and are healthy. I am writing to you because we are thinking about the ways to help journalists navigate these stressful times. For that, we'd like to ask your help: Please let us know what challenges you face right now and what would be helpful for you - and what not!

If there is something specific our colleagues can do to support you, please let us know and we'll bridge you!

👍❤️ 10   3 comments Seen by 88

About this group

Description

Welcome to the Facebook group for Vox's The Weeds! This is a collaborative space where members can discuss episodes, ask questions, swap research, and hopefully make new connections. This group will work best with lots of discussion, so please don't hold back with your policy ideas, comments or questions.

Lauren Katz, Senior Engagement Manager, will be your direct link to Vox.com and The Weeds. She is here to communicate with you, suggest content and topics of conversation, as well as enforce the rules below. Please remember that she adheres to a regular work week — that is 9:30 AM EST until 6:00 PM EST, Monday through Friday. Request to posts will be addressed during those hours and may take a few days to be approved or rejected. For any timely concerns, please tag her, send a Facebook message, or email her at lauren.katz@vox.com

Additionally, in order to ensure a constructive and respectful group, we've created a set of guidelines. We take these guidelines seriously, so please take a moment to review them.

Jada Yuan ✓
@jadabird

So... BIG NEWS: I'm the new #52places traveler for the New York Times! Leaving for #NewOrleans in a week in a half. Send packing tips! Join me here and on IG at @alphajada! My @nymag family, you know how much I love you and will miss you. ❤️🎉🗽
nytimes.com/2018/01/10/tra... ✓

CORONAVIRUS
We Want to Talk to People Working, Living and Grieving on the Front Lines of the Coronavirus. Help Us Report.

Are you a public health worker, medical provider, elected official, patient or other COVID-19 expert? We're looking for information and sources. Help make sure our journalism is responsible and focused on the right issues.
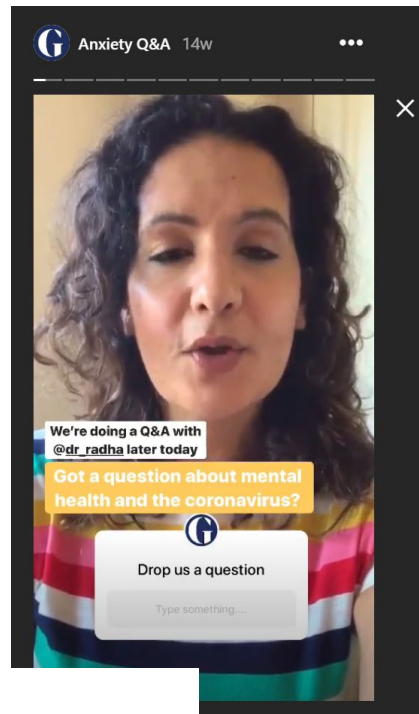
💬 **What do you need?**
What would you like this newsletter to focus on in the coming weeks and months?
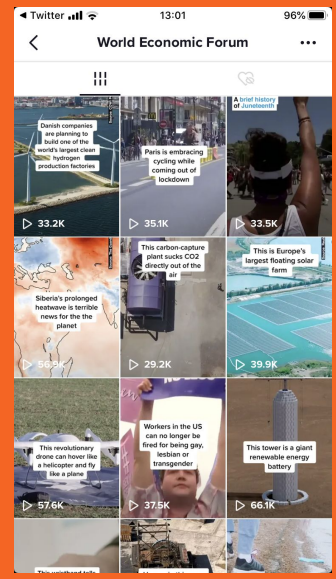
Emily Atkin

🔒 Jun 10   ♡ 112   💬 123

HEATED

Anxiety Q&A 14w

We're doing a Q&A with @dr_radha later today

Got a question about mental health and the coronavirus?

Drop us a question

Type something...

Example 1

Social-first products

WEF on TikTok

Example 2

Newsletter products

Vogue Business

WTFJHT

The Professional Freelancer

Example 3

Multimedia products

Mary Show online

Example 4

Slack community

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Sustaining engagement

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Action

What would need to be true to implement this?

Audience canvas #2