NationalJournalCommunicationsCouncil

Media University

AMU 111

Predicting the Future of Digital Media

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Staying Ahead of the Changes in Digital Media

Taking Back Ownership of Online Communities

Key Themes

- The evolving role of Facebook in the overall digital mix
- Key success metrics favor breadth over depth
- Qualities of successful branded online communities

Understanding the Unbundled Mindset

Key Themes

- The diversification of platforms leading to more specific use cases
- Motivations for public vs. private sharing on social media
- Opportunities to promote private peer-to-peer exchange

Seizing Cross-Device Visual Opportunities

Key Themes

- Gateway visual content that garners attention vs. sustains it
- Data journalism as a consistent source of visual content
- The ongoing importance of text on predominantly visual media

Pushing Traditional Storytelling Boundaries

Key Themes

- Audience orientation to story structures and heroes
- The disaggregation of story artifacts to entice user interaction
- Practical implications of participatory storytelling

Prioritizing Right-Sized Mobile

Key Themes

- Effects of mobile favoritism
- The need to prioritize cleaner experiences across existing mobile options
- Opportunities to lend organizational content to create mobile moments via partnerships

Past Strategy: Following the Facebook Trail

First-Generation Branded Communities Emulated the "Master"

Co-Opting Key Features...

Personal avatars and interests

Uploading media

Linking to external social media

Posting comments and interacting with others

...But Worth the Investment?

☑ Intuitive use because of borrowed features

☑ Moderated peer-to-peer conversations gave some degree of control, yet maintained some authenticity

🚫 Required dedicated time and resources to develop and seed an entirely new community

🚫 Efforts to replace (rather than supplement) reliance on Facebook ultimately failed because of powerfully ingrained user habits

Personalized Content Recommendations

### Users Enter Flavor Preferences...

- Users are encouraged to enter more data with the promise of delivering further tailored recommendations—and actionable insight for McCormick

- The quiz is fun, engaging, and fully optimized across mobile and desktop platforms

- Once complete, users can opt to further refine suggested content by adding and tailoring their profiles

...Which Are Used to Generate Custom Content Recommendations...

- Content recommendations transparently reveal the algorithm, giving users insight into why it might be a good fit or be particularly useful information

- Options to rate and review content to further customize recommendations, which yields useful feedback and user data (both individual and aggregate) for the organization

...And Highlight Organizational Products, Services, Value & Brand
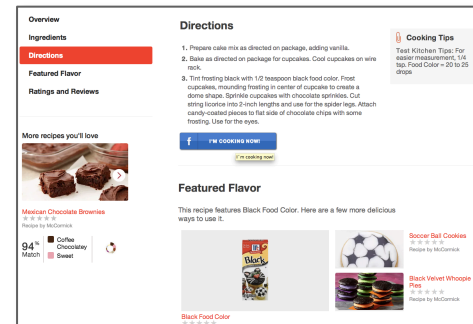
- Content is full of value-added tips to help users get the most out of the experience and products

- Pages contain links to related content, garnering increased depth of visits

- Sharing is encouraged across a variety of platforms, with custom calls-to-action

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Potential Member Application: Dynamic Knowledge Center
- Users create a profile to track issues and preferences
- Organization can serve up tailored content recommendations and opportunities to interact (rate, comment, share)
- Organization can then use data to build out targeted list of influencers and potential advocates

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Case in Brief

Profiled Organization: McCormick & Company's "FlavorPrint" Platform
Organization Type: Food & Beverage