



[Facebook Helped Decimate The Media Industry But Wants Journalists To Do Its Job](#)

 <b>Facebook</b>	Driving traffic to destination sites	Reaching large audiences	Good for audience engagement
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As a traffic-driver, Facebook is of course the undisputed top dog among social media platforms.  
(Thomas Leidel, community manager, n-tv)

Facebook is the mass market, it has a very wide audience, now everyone is there.  
(Stefano Ventura, director digital news RTI business digital, Mediaset/TgCom24)

The most important [social media platform] is Facebook, because of its massive scale and its traffic-driving capabilities.  
(Łukasz Dulniak, social media and new projects manager, TVN24)

Right now, Facebook is traffic, subscription, and audience engagement.  
(Mateusz Szaniewski, head of social media, *Gazeta Wyborcza*)

 <b>Twitter</b>	Not seen as a traffic driver	Reaching niche audiences	Good for breaking news and elite discussion
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[Twitter is not an important traffic-driver,] but it is important for elite discussion.  
(Erja Yläjärvi, managing editor, *Helsingin Sanomat*)

Twitter plays no role at all for us as a traffic driver. ... We can also see that all the actions and the reach [there] are not comparable to Facebook, but we do it anyway, because we reach certain people there that we might not be able to reach on Facebook.  
(Thomas Leidel, community manager, n-tv)

Twitter historically has a more niche and higher [target group]; it is good if you want to talk to journalists, opinion leaders, trendsetters, and influencers.  
(Stefano Ventura, director of news products RTI business digital, Mediaset/TgCom24)

[Twitter is an] important tool for sharing of information, for marketing, and for image reasons.  
(Mateusz Sosnowski, TVN news portals unit director and TVN24 portal editor-in-chief)

 <b>Instagram</b>	Not seen as a traffic driver	Reaching young audiences	Good for audience engagement and building image
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In a brand-building sense, Instagram is very, very important.  
(Joonas Partanen, publishing editor, *Ilta-lehti*)

Instagram is important in terms of audience engagement, [building the image of] not being too old-school, and creating some more positive emotions around our brand.  
(Mateusz Szaniewski, head of social media, *Gazeta Wyborcza*)

I think the rise of Instagram is very exciting. It is absolutely the up-and-coming social media platform. So far, of course, it is completely insignificant for us in terms of traffic.  
(Julia Wegeler, head of digital products, n-tv)

Instagram is a good fit for soft news and entertainment news, although we plan to start using it for hard news and breaking news too. It is the fastest growing social network at the moment, and [we use it] ... to reach young people.  
(Sara Bertuccioli, social media editor, *La Repubblica*)

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Pew Research Center's Project for Excellence in Journalism. ... the web, and a stable business model helped cable television. ... "But they will need to do a better job than they did in the desktop realm of understanding ... The survey also finds that Twitter and Facebook function differently from each other, both in terms of.. r/technology: Subreddit dedicated to the news and discussions about the creation and use of technology and its surrounding issues.. Research Center's Project for Excellence in Journalism, is a report on how American ... model that will likely work for general interest news. ... The bailout of the auto industry helped with the media's modest recovery in 2010. ... "In a world where consumers decide what news they want and how they want to get it, the future.. Facebook Helped Decimate the Media Industry but Wants Journalists to Do Its ... there are a lot of headlines these days about privacy — and whether we even .... Strauss of the Atlanta Press Club for their work on the project, and to. Georgia-Pacific ... and lives. The primary role of media is to provide information to help people ... many journalists to see that facts can be subjective and do not sim- ply speak for ... tising dollars that has decimated reporting ranks and left the few remaining .... Facebook Helped Decimate the Media Industry but Wants Journalists to Do Its Job. Disingenuous Defense. "The idea that there are enough .... THEDAILYBEAST.COM. Facebook Helped Decimate the Media Industry but Wants Journalists to Do Its Job. "The idea that there are enough journalists out there .... 153. Reuters Institute for the Study of Journalism / Digital News Report 2019 ... requirements and helped our research team analyse and ... rebalancing its business towards messaging apps and groups – ... Facebook Groups discussing news and politics have become ... Less than half (42%) think the media do a good job.. A 2016 report by PEN America shows that limitations of freedom of expression in today's Russia do not affect only journalism and media, but the overall cultural .... Facebook Helped Decimate the Media Industry but Wants Journalists to Do Its Job. thedailybeast.com. Like · Comment · Share .... Facebook Helped Decimate the Media Industry but Wants Journalists to Do Its Job. content>>https://ift.tt/36KhNIV contentHtml>> https://ift.tt/36KhNIV via .... Facebook Helped Decimate the Media Industry but Wants Journalists to Do Its Job https://www.thedailybeast.com/facebook-helped-decimate-the-media-industry .... Facebook Helped Decimate the Media Industry but Wants Journalists to Do Its Job · The Daily Beast - Blake Montgomery · Mark Zuckerberg has faced fiery, .... Facebook Helped Decimate the Media Industry but Wants Journalists to Do Its Job. Mark Zuckerberg has faced fiery, pervasive criticism for not .... Facebook पर This isn't happiness को और देखें. लॉग इन ... Facebook Helped Decimate the Media Industry but Wants Journalists to Do Its Job. "The idea that ...

Facebook Helped Decimate the Media Industry but Wants Journalists to Do Its Job. "The idea that there are enough journalists out there to fact check all the false .... Facebook Helped Decimate the Media Industry but Wants Journalists to Do Its Job. "The idea that there are enough journalists out there to fact check all the false .... journalism-industry-tanked-no-wonder-its-in-deep-trouble/2017/08/29/4566f240- ... Implicit in the metaphor is also that the press will serve as a check on government ... They helped to create conditions under which watchdog reporting—by ... 19 See Bell & Owen, supra note 16 ("Social media and search companies are not .... Facebook Helped Decimate the Media Industry but Wants Journalists to Do Its Job. "The idea that there are enough journalists out there to fact check all the false .... Facebook Helped Decimate the Media Industry but Wants Journalists to Do Its Job. January 11, 2020. Photo Illustration by The Daily Beast. Mark Zuckerberg has ...

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