

URMA 2012

# **Optimizing Your Magazine for an Online, Social, Mobile World**

## **Contact me**

**Michael Stoner**

**[Michael.Stoner@mStoner.com](mailto:Michael.Stoner@mStoner.com)**

**[@mstonerblog](#)**

**[mStoner.com/mStonerblog.com](http://mStoner.com/mStonerblog.com)**

**[Slideshare.net/mStonervt](http://Slideshare.net/mStonervt)**

**Sign up for mStoner's Intelligence newsletter: [mstr.me/IntelSignup](http://mstr.me/IntelSignup)**

**Join EDUniverse: [EDUniverse.org](http://EDUniverse.org)**

**mStoner**

big changes

## **Changes**

- Rapid **pace of change**
- **Disintermediation** of media + many emerging **platforms**
- Rising **stakeholder demands** = empowered constituency
- **Collapse** of old authorities/rise of new influencers
- **More** voices, more opinions
- **More** channels to manage
- Institutions **lose control** of the message
- Struggle over **balance** of stability/change

These are some of the major changes that have occurred in the past 20 years — more information from more people offering more opinions delivered over more channels. Today, institutions have lost control of the message as electronic channels & social media in particular enable individuals to communicate rapidly with each other.

new realities

1.  
Everything is  
connected to  
everything else.

[[bit.ly/9uemQS](http://bit.ly/9uemQS)]

This is Barry Commoner's first law of ecology and mStoner's first law of branding. It's essential to keep in mind when structuring communications and marketing activities. Because of the way the world works today, it's easy for organizational anomalies to be observed and amplified. Consistency counts. Not only in appearance (do your communications look like they come from the same organization?) but voice.

## **This means ...**

- **Multiple channels:** print, web (website + blog + YouTube + Flickr), social, email, feeds
- **Multiple types of content:** text, images, video, audio
- **Continual,** not periodic, **publishing**

**and ...**

- **Sharing:** syndication/borrowing
- Demonstrating **value** and **results**
- **Continual**, not periodic, **publishing**

2.

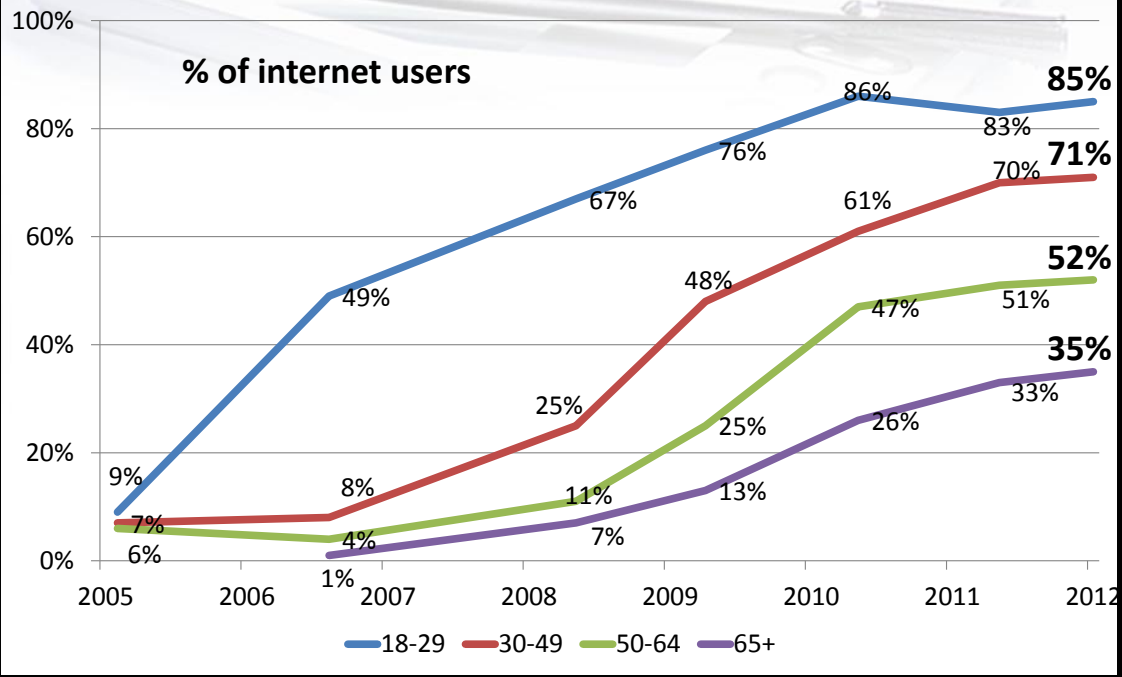
It's time to get real  
about social media.

[[bit.ly/9uemQS](http://bit.ly/9uemQS)]

Facebook is now the third largest country in the world: 640 million registered users (population of: China: 1,347,350,000; India: 1,210,193,422; US: 313,189,000) [Source: [http://en.wikipedia.org/wiki/List\\_of\\_countries\\_by\\_population](http://en.wikipedia.org/wiki/List_of_countries_by_population)]

# Digital Revolution 3

## Social networking – 50% of all adults



source: Lee Rainie, [mstrn.me/xkqkF](http://mstrn.me/xkqkF)



If you don't believe social media has consequences, here's a single tweet that damaged the reputation of luxury brand Kenneth Cole, brought about a huge amount of opprobrium and condemnation online and offline, and caused Cole himself to apologize for his insensitivity on a blog post.

And here's a story from Mashable about ten people who lost their jobs over a tweet or Facebook post: [mashable.com/2011/06/16/weinergate-social-media-job-loss/](http://mashable.com/2011/06/16/weinergate-social-media-job-loss/)

 **robertlwyatt** Prez Wyatt 🗨️  
**@mwecker** Thanks for the note...actually all tweets and Facebook posts on my account come from me -- no one to blame but myself!  
16 Dec

 **Menachem Wecker** Following 👤  
**@mwecker** FOLLOWS YOU  
education reporter ([@usnews](#)); religion & art blogger & freelance writer ([@HoustonChron](#) & elsewhere); Boston sports fan; I do [@j\\_schiff](#)'s dishes  
NoVA/Washington, D.C. · <http://www.menachemwecker.com/>  
7,505 TWEETS  
423 FOLLOWING  
2,094 FOLLOWERS

Source: Robert L. Wyatt, president of Coker College, "New Digital Tools for Presidential Leadership," presented at CIC Presidents Institute, January 2012.

# 3. Having a Facebook Page is not a social strategy.

To many people, Facebook = social media. But having a Facebook page is not, in itself, a social strategy. And despite Facebook's efforts to encourage other websites and marketers to use Facebook credentials to log into their own sites, adoption of this technology hasn't soared. Many people (including me) are cautious about using Facebook exclusively, or too widely, because of concerns about too much communication being forced through a single channel.

# 81%

consumers who have “unliked” a  
company on Facebook

[source: [on.mash.to/dJhxOR](http://on.mash.to/dJhxOR)]

One in four social network users knowingly follow brands, products or services on social networks. For those who use these sites and services several times per day, this figure increases to 43%.

- Amongst those who do follow brands, products or companies on social networks, 80% indicate that Facebook is the network they use the most to connect with companies.

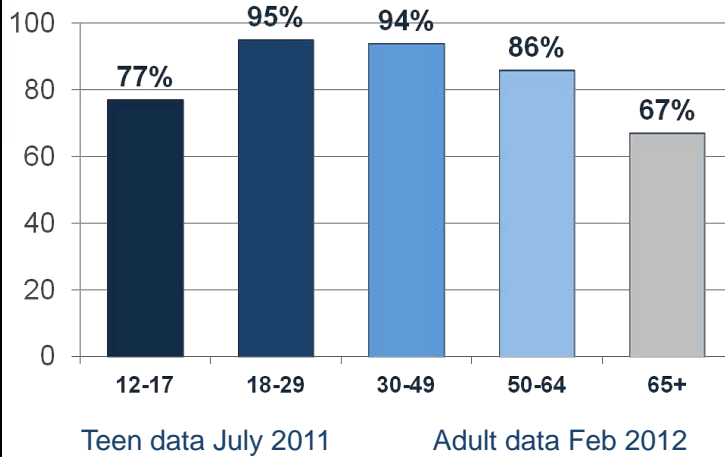
(Data from: The Edison Research/Arbitron Internet and Multimedia Study 2011)

4.

Our worldviews are increasingly shaped by small screens.

## Mobile is the Needle: 88% of US Adults Have a Cell Phone

% in each age group who have a cell phone



46% of US adults now own smartphones, up from 35% in Spring 2011

Highest among young adults:  
67% of 18-24 year-olds  
71% of 25-34 year-olds

PEW / INTERNET

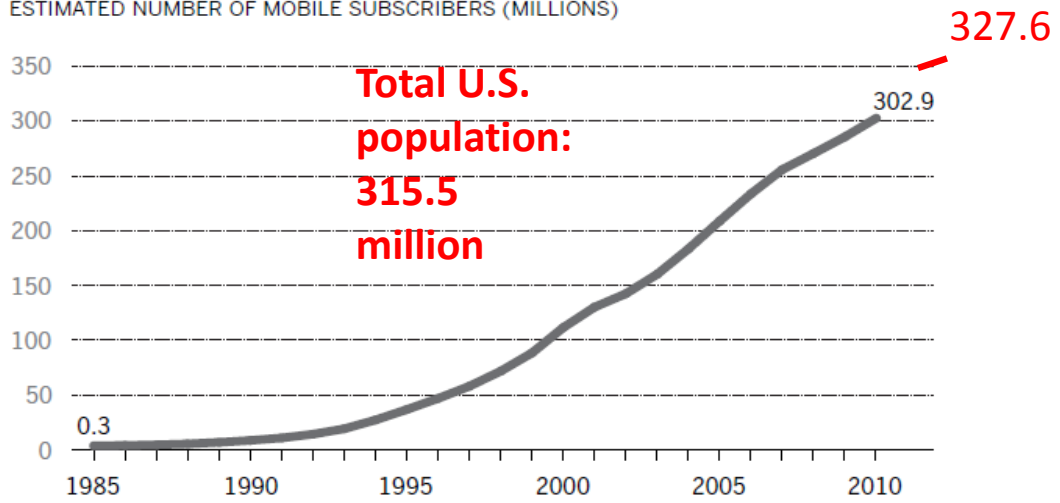
source: Kristin Purcell, [mstrn.me/FQf5pX](http://mstrn.me/FQf5pX)

# Digital Revolution 2

## Mobile – 87%

### Mobile Subscriber Connections in America

ESTIMATED NUMBER OF MOBILE SUBSCRIBERS (MILLIONS)



Source: CTIA

source: Lee Rainie, [mstnr.me/xkqkF](http://mstnr.me/xkqkF)

The surge in ownership of tablet computers was especially notable among those with higher levels of education and those living in households earning more than \$75,000. More than a third of those living in households earning more than \$75,000 (36%) now own a tablet computer. And almost a third of those with college educations or higher (31%) own the devices. Additionally, those under age 50 saw a particularly significant leap in tablet ownership.

source: Pew Internet, [mstnr.me/K8hF43](http://mstnr.me/K8hF43)

**“The mobile device is like a “new lover” ... the most personal device and something users feel close to. They want it with them at all times. It is a relationship that is just beginning and, as such, cuts across all age groups and geographies because of its ‘newness.’”**

**source: Ipsos Consulting, [mstnr.me/nhLt3X](http://mstnr.me/nhLt3X)**

The surge in ownership of tablet computers was especially notable among those with higher levels of education and those living in households earning more than \$75,000. More than a third of those living in households earning more than \$75,000 (36%) now own a tablet computer. And almost a third of those with college educations or higher (31%) own the devices. Additionally, those under age 50 saw a particularly significant leap in tablet ownership.

what success  
looks like

## **Success factors**

- On average, **Communications and Marketing** staff tends to think they're *more* successful, **Development staff** think they're *less* successful
- **Drive their own social activities**, don't take direction from others
- **Use multiple metrics** to gauge success
- **Have institutional support** for social media
- **Have policies** around social activities (content, branding, privacy)
- **Have more staff** focusing on social
- **They plan**—and want to do *more* planning

## **Success factors: experience**

- **Believe in the power of SM** to help them reach their goals
- **Regularly use SM activity with multiple audiences**—they're out there trying things
- **Actively use Twitter**—a sign of more active SM institutions
- **Really use Facebook well**—have nailed it, since it's the most dominant medium

## **Success factors: reach**

- **Use social media to strengthen brand image**
- **Market their SM activities broadly**
- **Regularly incorporate social** into a broader multi-media campaign\*

\***Campaign:** a focused effort to achieve goals using a variety of channels appropriate to the results sought

Case studies of some campaigns:

Powered by Orange (OSU institutional branding + more): [mstnr.me/HUDa63](https://mstnr.me/HUDa63)

Madison Area Technical College in Madison, Wis., won public support for a \$134-million rebuilding project by almost 60 percent of the vote (Chronicle of Higher Ed): [mstnr.me/rp2E7L](https://mstnr.me/rp2E7L)

William & Mary Mascot Search: [mstnr.me/HUDpht](https://mstnr.me/HUDpht)

Murray State "Anthem" viral rap video: [mstnr.me/msukyvid](https://mstnr.me/msukyvid)



[electionblog2010.blogspot.com](http://electionblog2010.blogspot.com)  
[www.youtube.com/user/60secondpolitics](http://www.youtube.com/user/60secondpolitics)  
[nottspolitics.org](http://nottspolitics.org)

The communications and marketing team at the University of Nottingham created a campaign focused on positioning Nottingham as the definitive source of expert commentary on the 2010 UK elections. This involved both staff members in the communications and marketing team as well as faculty with expertise in politics. By live blogging 24/7 during the election season, they wanted to draw the attention of reporters and major media, scholars at other institutions, the general public, potential students, and public opinion influencers.

Before the effort began, they developed a series of goals to which they attached specific numbers. For example: "to generate 20 pieces of national and international [media] coverage..."; "... to help increase applications by at least 5%." In preparation, the team researched reporters, bloggers, and experts, developing extensive lists of media contacts.

One staff member worked closely with the faculty experts and bloggers to time tweets and posts in response to developing election themes. Traffic was largely driven by Twitter (123 tweets with 7,779 click-throughs), online PR, and linked placement of faculty experts supported by their blog posts and traditional PR work.

By the campaign's end, 104 blog posts had delivered more than 90,000 page views. The campaign exceeded all the targets set by the office. And: "Every item of national media coverage on Election Day featured a University of Nottingham spokesperson," for a total of 466 national media hits. Applications to the School of Politics & International Relations rose 15%.

Relevant URLs:

[electionblog2010.blogspot.com](http://electionblog2010.blogspot.com)  
[www.youtube.com/user/60secondpolitics](http://www.youtube.com/user/60secondpolitics)  
[nottspolitics.org](http://nottspolitics.org)

STANFORD MEDICINE Getting Care Research Education & Training Community About Us

# SCOPE

Published by Stanford School of Medicine

AGING, CARDIOVASCULAR MEDICINE, HEALTH AND FITNESS

## Study examines the benefits of Tai Chi for the elderly

Lia Steakley on June 4th, 2012 | No Comments

Findings (subscription required) recently published in the *European Journal of Preventive Cardiology* suggest that Tai Chi may be an optimal form of exercise for the elderly because the Chinese martial art focuses on strength training without taxing the heart. *The Atlantic* reports:

[The study compared] the health of two similar groups of people in their 70s, one who had been regularly practicing Tai Chi and one who hadn't. The Tai Chi group showed greater flexibility in both large and small arteries (by over 40 percent), as well as greater muscle strength in their knee extensors and flexors. They also had lower blood pressure.

This doesn't show that Tai Chi was the cause of these benefits, but it does hint that Tai Chi can both strengthen muscles and improve arterial flexibility.

Photo by HDex Photography | Hren Design

Tweet 0 Share 1 share 0

---

SCOPE ANNOUNCEMENTS

## We're (mostly) back

John Stafford on June 4th, 2012 | No Comments

We have returned from our server migration and we're catching up on our weekend posts. We have a little work remaining to do, but everything should be back to normal by tomorrow morning at the latest. Thank you for bearing with us.

Previously: [Scope will be back Monday \(updated\)](#)

Tweet 0 Share 0 share 0

SEARCH: What are you looking for?

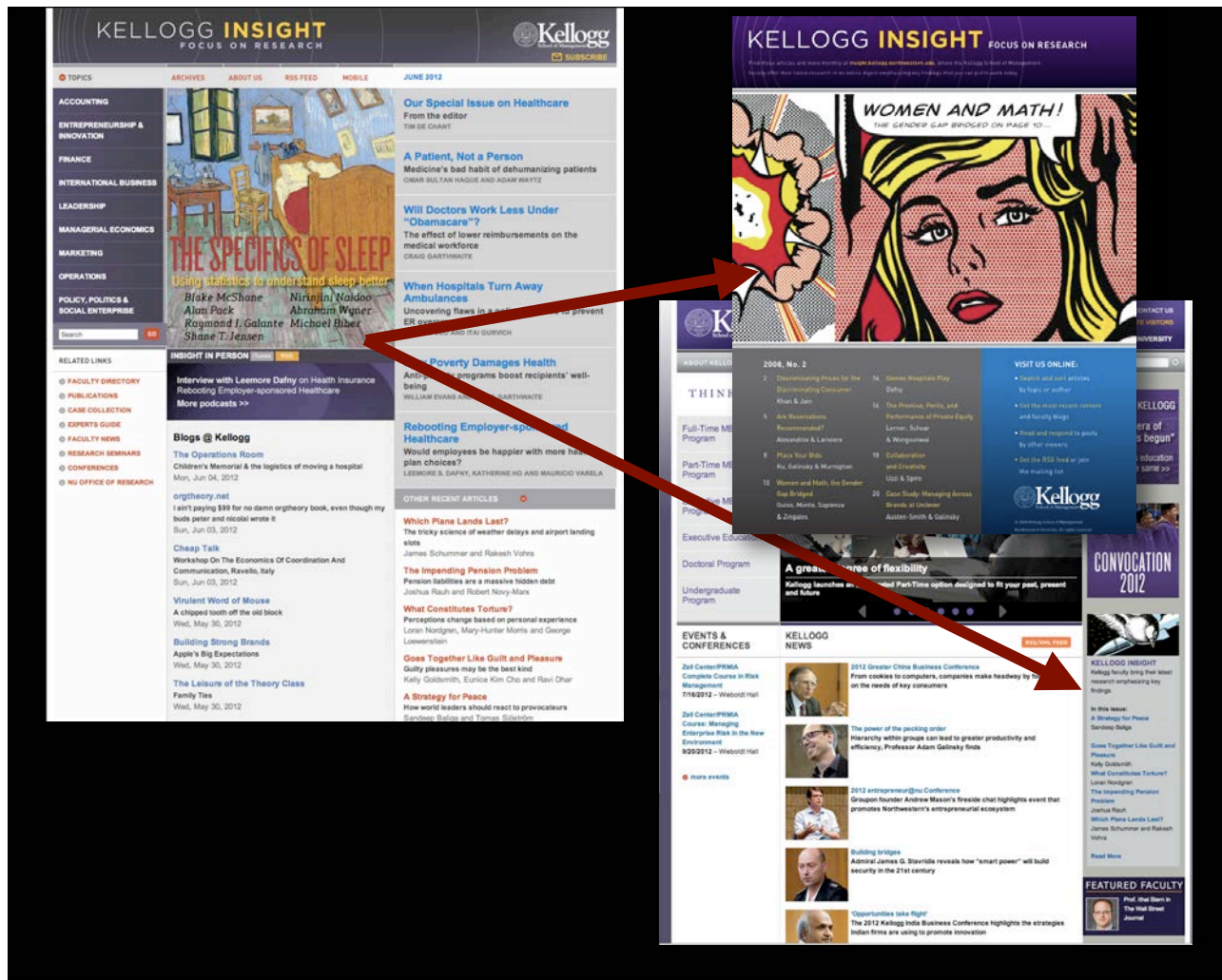
Subscribe to Scope Follow Scope on Twitter About Scope Contributors

FEATURED ENTRIES: Ask Stanford Med: Cardiologist Jennifer Tremmel responds to questions on women's heart health

CATEGORIES: Stanford News In the News Research Pediatrics Technology Health Policy Videos Public Health Cancer Nutrition Neuroscience + 87 More

[scopeblog.stanford.edu](http://scopeblog.stanford.edu)

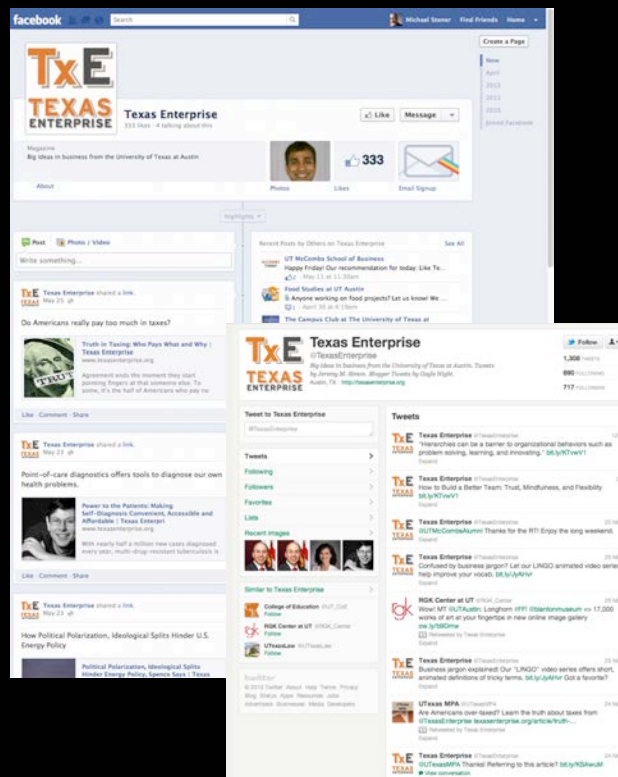
Scope is a group-authored medical blog created to offer external audiences a curated source of biomedical news and conversation. Drawing inspiration from MIT's *Technology Review*, Scope covers biomedical news both at Stanford and beyond. The blog has 23 contributors, including School of Medicine faculty, and two editors, who have written more than 3,300 original posts in the three years since Scope launched. The blog, which we believe to be one of the largest produced by any medical school or even academic medical center in terms of both staff and audience, has so far received more than 73,000 unique visits and 98,000 page views in 2012 alone. In 2011, Scope served 297,000 visitors who requested 408,000 page views. Scope has also received five awards for the quality of its coverage, including an award for excellence from the Association of American Medical Colleges and an award for excellence in communication from the Society for New Communications Research.



URLs:

Kellogg Insight: [insight.kellogg.northwestern.edu/](http://insight.kellogg.northwestern.edu/)

Kellogg School: [www.kellogg.northwestern.edu/](http://www.kellogg.northwestern.edu/)



## Relevant URLs

McCombs School of Business, UT: [new.mcombs.utexas.edu/](http://new.mcombs.utexas.edu/)

McCombs Blogs and Social Media: [new.mcombs.utexas.edu/blogs](http://new.mcombs.utexas.edu/blogs)

McCombs Today: [blogs.mcombs.utexas.edu/mcombs-today/](http://blogs.mcombs.utexas.edu/mcombs-today/)


McCombs Today Facebook Page: [www.facebook.com/UTMcCombsSchool](http://www.facebook.com/UTMcCombsSchool)


Texas Enterprise: [texasenterprise.org/](http://texasenterprise.org/)


Texas Enterprise on Facebook: [www.facebook.com/pages/Texas-Enterprise/227780052714](http://www.facebook.com/pages/Texas-Enterprise/227780052714)

# Spread the word.

The screenshot shows the Public Square website interface. At the top, it features the Penn State logo and the Public Square logo with the tagline "Where community and discovery come together." Below this, there are navigation links for "ABOUT", "FAQS", and "RESOURCES". A search bar is located in the top right corner. The main content area is divided into several sections: "TOPICS" with a list of categories like "Projects", "People", "Results & Outcomes", and "Video Gallery"; "Find a project" with a search bar; "FEATURED PROJECTS & ARTICLES" with a grid of article thumbnails including "Politically correct, but still intolerant", "Project: Workplace Health Alliance", "The dirt on clean coal", "Community gardens: worth the cost", and "Picking favorites: seedlings and saplings"; and "READER TOP 8" with a grid of article thumbnails including "Does location dictate income?", "Are national STEM standards beneficial?", "Does reseeded ruin forests?", "Who pays for non-compliance?", "Can old practices save new fields?", "Should LEED standards be required?", "Are the causes of cancer in rural areas different?", and "Should West Philadelphia be re-zoned?". At the bottom, there is a footer with copyright information and a list of sponsors.

Learn more about Public Square  Create a profile

Find a topic  See the impact

Follow this topic 

COMMENT

EMAIL

PRINT

SHARE

Post a comment

Create new post

publicsquare.psu.edu