

What is the value of social media to public service journalism?

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Why does it matter?

- Social Media becomes important news source
- Social Media changes taste of how people want to consume news
- EBU Survey shows most PSBs find social media important, few know how to deal with it
- Many challenges for PSB to adapt to changes

Challenges for PSB

- Challenge 1: PSB must redefine public value, legitimise new activities, legitimise license fees
- Challenge 2: How to use social media for newsgathering to make journalism better, provide more public value
- Challenge 3: How to communicate on social media and produce more public value
- Challenge 4: Effects on competition with private media

Challenge 1: Define public value

- Do PSB have to participate in social media or focus on traditional business?
- BBC Charter says: reach and engage audience on all platforms
- New goal: “Inform, educate, connect”
- BBC as role model for Europe
- Social media changes definition of public value

Challenge 2: Social Media as a newsgathering tool

- “If you are not on Facebook and Twitter, you are not getting the full story” BBC College of Journalism
- “I wouldn’t hire someone who doesn’t know how to use Twitter” Joanna Carr BBC4 PM
- Twitter more important than wire services
- Creating Facebook groups (LinkedIn, Google+)

Newsgathering: Public Value

- Producing better stories
- Getting news faster
- Finding more sources
- Reflecting more views
- Knowing what matters to the audience

Traps and Dilemmas

- Spreading false information: Fake Felixes on Twitter, see <http://slidesha.re/RvseMM>
- Verifying sources of people and images
- Time sucker: Being efficient is key
- Tunnel vision: Social media only represents a small group of people, Twitter more so than Facebook

Challenge 3: Communicating on social media

- What's a public service tweet?
- What works on Twitter doesn't work on Facebook
- Style of writing
- Talking to the audience
 - @bbc_haveyoursay
 - @cnnireport
- Structure of newsroom – social media at the centre?

BBC's new integrated newsroom



Challenge 3: Where's the public value?

- Reaching a new audience
- Reaching a younger audience
- Adding to plurality of views
- Driving traffic to quality programmes
- Marketing: getting your stories out there
- Saving money
- Being accountable to the public
- Counter balance politicians and businesses online

Traps and Dilemmas

- Editorial control – how to guarantee quality?
- Are PS journos ever private on Twitter?
- Tweeting the competition
- Equipment: staff needs smart phones, tablets
- Don't overestimate social media, most of audience is NOT on social media, Joanna Carr

Challenge 4: PSB social media a threat to private media?

- Austrian Dilemma
- EBU Survey shows: Not a big topic elsewhere
- UK: Channel4, CNN, ITV say BBC is not a threat
- PSB Funding: Does ad revenue matter?

Challenge 4: Dilemmas

- Funding: PSB should return to license fee funding only (Austrian private media)
PSB with ad revenue should be able to market themselves on social media (Channel4)
- Regulators: Must make a decision if they want PSB to provide public value to full extent

CONCLUSIONS

- Social Media CAN provide public value
- Social media changes definition of public value
- Needs training and equipment
- Regulators should establish clear rules
- Social media is a tool, like a phone
- Social media is a skill, not a job
- Old rules of journalism apply